

Jacob Meschke

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EXPERIENCE

Editor, Newsroom Development at The New York Times (Feb. 2021—present)

- Trained journalists on digital tools, workflows and strategies such as CMS features, internal and external audience tools, engagement reporting techniques, SEO best practices and communication norms
- Developed and implemented newsroom audience strategy (search, off-platform, audience tools access and training, etc.)
- Translated high level newsroom culture change and DEI goals into actionable, team-level collaborative projects, trainings and pilot programs

News Assistant, Audience, Newsroom Development at The New York Times (Sept. 2019—Feb. 2021)

- Programmed off-platform surfaces, optimized stories for search, trained journalists on digital skills, filled project management role on audience and newsroom development projects

News Assistant at The New York Times (June 2019—Sept. 2019)

- Supported reporters and editors with research, reporting and writing, digital production and audience strategy

Assistant Editor at [Forbes Finds](#) (Jan. 2019—June 2019)

- Wrote, edited, fact-checked and produced 15-20 affiliated commerce posts per week

Writer at [Runner's World](#) and [Bicycling](#) (July 2018—Aug. 2019)

- Reported, wrote and produced news, gear roundups and reviews, human interest stories and in-depth features

Bilingual Reporter at [Diario Perfil](#) and the [Buenos Aires Times](#) (Jan. 2018—April 2018)

- Wrote daily and enterprise stories, managed homepage, designed newspaper layout, fact-checked, translated reporting

Production Assistant, [Stateside](#) at [Michigan Radio](#) (June 2017—Sept. 2017)

- Booked and pre-interviewed guests, wrote online stories, headlines, managed web content, reported enterprise pieces

Corporate Communications Intern at [Rotary International](#) (Jan. 2017—June 2018)

- Ghost-wrote op-eds, speeches and letters for Rotary leadership, managed [EndPolioNow](#) off-platform presence, analyzed Rotary email campaign analytics

Project Intern at the [Foundation for Sustainable Development](#) (June 2016—Aug. 2016)

- Developed micro-loan program for local communities in Cochabamba, Bolivia in partnership with local organization [Performing Life](#)

SKILLS & TOOLS

- **Project management and communication** — Agile fundamentals, Airtable, Google Suite, Microsoft Office, Coda
- **Data analysis, visualization and BI** — Google Sheets, intermediate SQL, intermediate data visualization, BigQuery, Mode, Chartio, Google Data Studio
- **Culture and workflow development** — team communication, documentation, responsibilities and onboarding strategy
- **SEO strategy** — URL and headline keyword placement, topical authority, Trisolute, Google Trends, Google Discover, Google Search Console, backlinks, etc.
- **Community and audience engagement reporting** — diverse sourcing strategies, callouts, tip lines, comment moderation strategy
- **Off-platform strategy** — writing for social, CrowdTangle, NewsWhip, SocialFlow, Dataminr
- **On-platform strategy and publishing** — digital production and CMS layout, headline A/B testing

EDUCATION

Medill School of Journalism, [Northwestern University](#) (Sept. 2014—June 2018)

- Bachelors of Science in Journalism, Magazine; Minors in Spanish & Political Science

Facultad de Geografía y Historia, [Universidad de Sevilla](#) (Sept. 2016—Dec. 2016)