

# Annie Millerbernd

A M I L L E R B E R N D . C O M

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## **Contract Data Reporter & Web Designer, Rivard Report, Oct. 2018 - Present**

- Perform data analysis and create data visualizations on an as-needed basis for reporters' stories
- Design and develop live election results page for the Nov. 6 election night

## **Contract Editor, USAA, Aug. 2018 - Present**

- Collaborate with designers, developers and product managers to build clear, measurable strategies for product pages and user-facing content
- Perform keyword and competitive research to determine the best approach to improving a product page's SEO

## **Digital Producer & Data Reporter, San Antonio Express-News, May 2017 - June 2018**

- Coordinated with editors and reporters in the execution of new digital content strategies for ExpressNews.com
- Planned and helped execute the digital approach to primary election night that attracted more than double the previous year's readership on ExpressNews.com
- Wrote and reported quick-turn, data-focused stories
- Used Chartbeat and Google Analytics to evaluate the success of content on ExpressNews.com
- Led a newsroom-wide initiative for digital team to teach reporters digital skills, including social media, data analysis and video skills
- Designed several of our team's projects for the web, including verticals like Top 100 Dining and Drinks and the Spurs Nation page, as well as featured stories from reporters
- Collected, analyzed and synthesized datasets into stories for a large audience

## **Breaking News Reporter, Press-Enterprise Oct. 2015 - May 2017**

- Wrote and reported five to 10 news briefs daily, often about crime in the Inland Empire.
- Broke the San Bernardino Shooting on Dec. 2 for our online audience and rose to be among the most-read reporters within the Southern California News Group with a total of over 2 million page views

## **Education**

B.A. in Journalism,  
University of  
Minnesota, 2015

## **Editorial Skills**

AP Style | SEO |  
Newsletter Creation |  
Basic InDesign |  
Conversational in  
Spanish | Google  
Analytics | Parse.ly |  
ChartBeat

## **Social Media Skills**

SocialFlow | Twitter |  
Facebook | LinkedIn |  
Pinterest | Instagram |  
Reddit

## **Data Skills**

SQL | Microsoft Excel |  
Microsoft Access |  
Tableau | Open Refine |  
Beginner in R | HTML5 &  
CSS3 | Leaflet.js | C3.js |  
Carto | QGIS |  
Datawrapper | Fusion  
Tables