

Carl V. Lewis

Data Journalist ★ Mobile Developer ★ Digital Educator

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SKILLS SUMMARY

- seven years of experience in digital media, interactive design, audience engagement, product development, news app programming, content marketing and news UX
- front-end dev. (Bootstrap, Angular.js, Foundation, ember.js, other MVCs. W3 Schools-certified JavaScript dev.
- back-end dev. (PHP, Ruby on Rails, Python)
- data scraping (Python, BeautifulSoup, R).

EDUCATION

- 2012 **M.S., Digital Media.**, *Columbia University Graduate School of Journalism*, GPA: Honors.
Specializations in data visualization, interactive design, data science, future business models for journalism. Top honors in Data Journalism, Media Business Modeling and for master's thesis on the Philadelphia news ecosystem.
- 2011 **B.A., Journalism. B.A., Southern Studies. (Dual Majors).**, *Mercer University and the Center for Collaborative Journalism*, Honors. Summa cum laude, 3.94 GPA, Jesse Mercer Award for Academic Excellence, Jimmy Carter Award for Civic Engagement.
- 2010 **Junior Year Abroad**, *University of Oxford, St. Peter's College*, Focuses on media propaganda and Celtic Studies., GPA: All Alphas.

PROFESSIONAL EXPERIENCE

- Jun. 2013 - present **Adjunct instructor, faculty news organization advisor**, *Center for Collaborative Journalism at Mercer University*.
- Teach courses on JavaScript, HTML and CSS basics, mobile development best-practices, real-time reporting, data journalism and visual storytelling
 - Spoken on panels with editors and professors, including "How is Journalism Different in the Digital Age?", "Social Media for Journalists", "Building a Brand as a Journalist" and "Mobile App Development with Little-to-No Programming Experience."
- March 2013 - present **Co-Founder**, *Borrow.ly*.
- Upon receiving a \$5,000 exploratory grant from The Collaborative Fund in early 2014, my business partner and I set out to build the product I long believed could help shift decades of audience and revenue loss at daily newspapers from the once-lucrative classified advertising section, revenue which was swiftly poached by P2P exchanges such as Craigslist and eBay.
- Dec. 2013 - Feb. 2014 **Newsroom Change Consultant**, *Jacksonville Daily-Record*.
- Developed device-agnostic stylesheet and more user-friendly editorial placement of content.
 - Implemented integrated print and digital CMS that uses Google Docs as intermediary between InCopy and Wordpress.
 - Trained staffers/journalists on new CMS, mobile reporting, social media best practices.

- Aug. 2012 - **Digital Media Manager, Online Editor, Social Media Editor, Savannah Morning News** (*Morning News Media*).
- Jan. 2014
- Oversaw content production, digital/social outreach and product development for savannahnow.com, dosavannah.com and other cross-platform company products, achieving a nearly 500 percent growth in social reach and a record 7 million monthly pageviews.
 - Worked as Digital Media Manager in Savannah following the death of my father to be closer to my mom..
 - Managed team of online producers/digital journalists; collaborated with traditional reporters and editors on optimizing print content for digital platforms; worked with marketing and sales departments to bridge the gap between editorial and sales in an ethical manner.
 - Developed and executed growth strategies for company-wide social media platforms, including existing accounts on Facebook and Twitter and new accounts on Instagram, Vine, Tumblr and Pinterest to reach younger audiences,
 - Increased weekly average social reach from 21,000 to an average of 375,000 by end date. Grew Facebook fans from approximately 8.5K to 24K.
 - Introduced "sponsored posts" on dosavannah.com, as well as "sponsored tweets" using retweets from the handle @SMN-sponsored.
 - Increased Facebook following by more than 115 percent in less than a year. Started new Instagram account that gained 1,400 followers within 7 months.
 - Monitored and responded to metrics using Adobe Omniture, Google Analytics, Chartbeat, Parse.ly, Sprout Social and Sparkwise.
 - Introduced and trained staffers on new interactive forms of storytelling that allowed producers and reporters to visualize public data with little programming skills.
 - Led native app development for iOS and Android platforms. Responsible for 19K app downloads.
 - Developed HTML5/responsive content strategies and products, including the June 2013 launch of dosavannah.com.
 - Represented company on Morris Publishing Group's corporate-wide Social Media and Mobile Strategy task-forces
 - Redesigned Savannah Morning News Mobile App, causing a threefold increase in active users in two weeks.
- March 2013 - **Product Manager, Digital Content Marketer, Front-End Developer, DoSavannah.com** (*Morning News Media*).
- Nov. 2013
- Developed, designed and launched dosavannah.com and its associated native iOS and Android apps, in addition to my responsibilities as Digital Media Manager.
 - Introduced "Sponsored Posts," a native advertising plan that garnered more than \$30,000 in new sponsorship revenue its month-long first sales round.
 - Created editorial workflow and trained staffers on using Drupal 7 as a CMS.
 - Introduced "The Big Calendar," which quickly became Savannah's top-visited event guide.
- March 2010 - **Online Editor, Exposition Magazine.**
- Apr. 2012
- Developed website and online publishing system for current affairs magazine at Oxford University using WordPress backend.
 - Oversaw online content and site production for expositionmagazine.com, including measuring and reporting site analytics, developing SEO strategies and retooling UX to fit the needs of print redesign.
- Nov. 2010 - **Founder, Inaugural Digital Editor., The Cluster/mercercluster.com.**
- Jul. 2012
- Founded, developed and launched MercerCluster.com, the online edition of Mercer University's student newspaper, The Cluster.
 - Created digital workflow, trained staff in content management, drafted detailed site documentation for future student editors.
 - Grew Facebook 'likes' from around 30 to more than 900 in less than a month with integrated social media campaign, involving a grassroots contest and non-monetary incentives.
- Jan. 2009 - **News Editor, Online Editor, The Oxford Student.**
- June 2009
- Produced and edited entire 12-page news section of the University of Oxford's official student newspaper.
 - Redesigned newspaper website and developed digital workflow. Trained staff in content management system.

May 2009 - **Metro intern, weekend cops reporter**, *The Telegraph* and *macon.com*.

Dec. 2010 ○ Worked first as a news reporting intern, then as a weekend beat reporter at Georgia's third-largest daily newspaper.

SELECTED PROJECTS

- The 12 Percent: How People in the Bronx are Coping With the Unemployment Crisis
 - Led design, production, project management, narrative and presentation of class-wide project on the unemployment crisis and its effects on the Bronx for The Bronx Ink.
- cvStrap/resumeStrap
 - Open-sourced two popular Bootstrap-based themes for the JSONResume Schema.
- SavannahNow St. Patrick's Day 2013 Mobile App
 - Managed all aspects of project development for Savannah Morning News' mobile app for the 137th Annual St. Patrick's Day Parade and Festival, the second-largest annual St. Patrick's gathering the nation. Success of app, reaching nearly 10,000 downloads, drove savannahnow.com to reach record unique visitors and pageviews.
- Native Mobile App: Storm Guide by savannahnow.com and Georgia Power
 - Built native iOS and Android app with accompanying mobile site to tie in with the print edition of publication's annual "Hurricane Guide" sponsored by Georgia Power. Sponsorship netted \$30,000 in new revenue for company.
- Interactive: Who are the biggest polluters in Georgia – and why?
 - Worked alongside SMN environmental reporter Mary Landers to distill EPA data into meaningful metrics, using the resulting benchmarks to produce an interactive bubble map, charts and table of the states's worst offenders.

PEER-REVIEWED PUBLICATIONS

- Lewis, Carl V., *Big Data, Small Screens: Displaying Complex, Multivariate Datasets on Mobile – and Does Consumer Mobile Usage Indicate a Positive ROI?* Forthcoming from the Tow Center.
- Lewis, Carl V., *Transcending the Editorial Thunder: Atlanta's Newspaper Coverage of the 1960 Student Lunch-Counter Sit-ins*. The Spires. Mercer University Press; Macon, Ga., 2011.
- Lewis, Carl V., *The Newspaper that Fell From its Ivory Tower: Why the Internet Isn't to Blame for the Decline of The Philadelphia Inquirer*. May 2012.

SELECTED AWARDS

- Best Online News Project, Georgia Press Association, 2013.
- MJ Bear Fellow Honorable Mention, Online News Association, 2013.
- Robert C. Byrd Honors Scholar, 2008.
- Valerie B. Edmonds Student Research Award, 2010.

RECOMMENDATIONS/PORTFOLIO

- For testimonials and recommendations, visit <http://cv.carlvlewis.net>. For a portfolio of past work, see <http://portfolio.carlvlewis.net> or <http://github.com/carlvlewis>.