

Clayton Gentry

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Experience

Engineering Intern: Inverse

January 2016 —

I build data visualizations of Inverse's site traffic, A/B tests and published articles. I also built a service in Elixir using the Phoenix framework that analyzes trending topics on reddit and Imgur to provide data-driven insight to the editorial team about what topics people on those sites care about.

Editorial Intern: Inverse

July 2015 — September 2015

I built a command-line application in Python that scraped the Inverse content management system and logged published articles in a spreadsheet. I also wrote AppsScript code to dynamically link editor and writer spreadsheets and streamline the editorial management infrastructure.

Partner: Thimble

January 2015 —

I co-founded a startup team called Thimble based out of Northwestern. In early 2015 we worked through Northwestern's startup accelerator program to build a platform for independent fashion designers to connect with boutique owners. We are currently iterating through a new problem in the food space.

PR Intern: W. W. Norton & Company

June 2015 — August 2015

I used Cision to manage and update W. W. Norton's client database. I also wrote and edited press releases and drafted emails to potential clients on behalf of senior publicists.

Senior Features Editor: North by Northwestern Magazine

March 2015 — June 2015

I oversaw the reporting and writing of two longform feature articles for Northwestern's spring quarterly magazine. That role includes managing magazine relations with sources, fact-checking and copyediting drafts, and guiding writers in hashing out dynamic angles for their pieces.

Multimedia Producer: US Solar Network

March 2014 — June 2015

I built a small web application to help users determine how much money and energy they'd save by installing solar panels on their roofs via US Solar Network. I also contributed to the company's website redesign, produced a short video commercial with testimony from satisfied clients and managed the company's Twitter feed.

Editorial Intern: Arkansas Times

July 2014 — September 2014

I reported and wrote for this alternative weekly newsmagazine in Little Rock.

Education

Northwestern University

Sept. 2013 –

- Journalism major with a specialization in marketing communications
- 3.9 GPA

Skills (Proficient Unless Noted Otherwise)

- Programming & Web Development
 - Elixir (Phoenix Framework)
 - Python & General OOP Principles
 - HTML/CSS
 - JavaScript (Node, basic Angular)
 - Git
- Data Analysis:
 - SQL, Postgresql
 - PeriscopeData
 - Octave/MatLab (Beginner)
- AP Style, Copyediting
- PR: CisionPoint
- DSLR Photography and Videography