

# Hannah Birch

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Recipient of **2015 Pulitzer Prize** for breaking news reporting, with Seattle Times staff.

## Current work **Two Twelve, a Wayfinding and Public Information Design Firm**

Content Strategist and Storyteller (March 2021 — present)

- Creating and executing a new content strategy for the 40-year-old company. Writing and enforcing house style. Analyzing audience needs and optimizing for growth.
- Working on client projects for the Obama Foundation, Mass General Hospital, and others.
- Overhauling website: Defining product needs, working with designers on mockups, spec'ing out new CMS and database system, overseeing migration and implementation.

## Past work **Metropolitan Transportation Authority**

Content Strategist/Site Editor, Digital Services Team (December 2019 — March 2021)

- Wrote and edited content on [new.mta.info](http://new.mta.info). Developed and enforced standards. Coordinated with other teams to unify our message across channels. Wrote UX copy for apps, team communications, strategy memos and more as needed. Worked with designers, developers, and engineers to build products the MTA didn't think were possible.

## The COVID Tracking Project

Content Lead (May 2020 — May 2021)

- Defined and enforced house style. Advised on content strategy. Worked with tech leads on CMS development

## ProPublica

Production Editor (January 2018 — December 2019)

- Managed a team of 6 story producers. Oversaw daily story and newsletter production.
- Ran organization's editorial calendar, with managing editor and standards editor. Continually evaluated tools/processes to ensure smooth publishing workflow.
- Assembled cross-team, collaborative groups to execute large editorial projects.
- Worked with platform team to develop and test new features for CMS/ProPublica.org.

Lead Producer (March 2017 — January 2018)

- Oversaw daily story production and worked with editors to plan and launch projects.
- Helped steer ProPublica's growing design and production team, with a focus on project management and documentation.

Web Producer (August 2014 — March 2017)

- Selected visuals for and published stories to ProPublica.org. Served as on-demand copy editor when time permitted.
- Commissioned photos/illustrations for stories. Worked with the design director on the look and feel of the site.

## The Seattle Times

Associate News Producer (August 2012 — August 2014)

- Curated headlines and photos on Seattle Times homepage. Designed and produced special layouts for big stories. Worked with editors on story play. Edited wire stories and managed social media accounts as needed. Coordinated with other team leads on production.

Copy-Editing Intern (June 2012 — August 2012)

- Edited stories for grammar, usage, style and consistency, for print and web.

## Education **University of Nevada, Las Vegas; College of Urban Affairs**

Bachelor of Arts in journalism and media studies (Summa cum laude)