JENNA COHEN

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X jennarcohen in/jennarcohen

(she/her/hers)

EDUCATION

B.A. Journalism, Leadership Minor
University of Maryland

Product Manager Certification™
Product School

SKILLS

Design & Graphics:
Illustrator, After Effects, Premiere, Photoshop, XD, Canva, ai2html, Procreate, Figma

Web Development:
HTML, CSS, SaaS, JavaScript, jQuery, WordPress, Wagtail, GitHub, responsive design

Data Visualization:
R, Datawrapper, Carto, Flourish, ggplot, OpenRefine, Tabula

Others:
Google and Microsoft suites, Twitter, Instagram, Facebook, LinkedIn, TikTok, UX, design thinking models

HONORS & AWARDS

- **Roy W. Howard Fellow - 2022-2023**, Scripps Howard Foundation & PBS NewsHour
- **Outstanding Undergraduate Student**, Philip Merrill College of Journalism
- **Punch Sulzberger Innovator of the Year - 2022**, News Leaders Association
- **IRE Medal - 2021**, Investigative Reporters & Editors

EXPERIENCE

Associate Product Manager | *PBS NewsHour*
July 2023 – Present
- Establish and oversee redesign timelines for NewsHour products including email newsletters and partner websites.
- Track success of products with Google Analytics and develop plans for future iterations based on key performance metrics.

Roy W. Howard Fellow | *PBS NewsHour*
July 2022 – July 2023
- Designed and developed interactive webpages and graphics adopted across social, mobile, and desktop platforms.
- Produced still and animated data visualizations for social platforms, web pages, and broadcast packages.

Digital & Graphics Designer | *Howard Center for Investigative Journalism*
June 2020 - June 2022
- Animated motion graphics on the Elaine Massacre, evictions, and public housing reaching over 1,000 viewers.
- Developed sites for the Nowhere To Go and Printing Hate investigations, receiving 30k and 40k site clicks, respectively.

Data & Graphics Reporter | *Capital News Service*
August 2021 - December 2021
- Designed still and animated graphics and maps, data visualizations, and web pages for CNS stories.
- Conducted newsroom training on web development and story production on our WordPress site.

Design Consultant | *Investigative Editing Corps*
November 2020 – December 2021
- Created custom graphics to promote events and display stories from local newsroom partners.
- Sketched, designed, and produced web page layouts that highlight local investigative stories.