

# JENNA COHEN

(she/her/hers)

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jenna-cohen.com

✂ jennarcohen  in/jennarcohen

## EDUCATION

**B.A. Journalism, Leadership Minor**  
*University of Maryland*

**Product Manager Certification™**  
*Product School*

## SKILLS

**Digital, Graphic & Motion Design:**  
Adobe Creative Cloud (After Effects, Illustrator, Premiere Pro, Photoshop,) Figma, Canva, Procreate

**Social and Product Management:**  
Google and Microsoft suites, FigJam, Instagram, TikTok, X, Facebook, LinkedIn, Google Analytics, Sprout

**Data & Development:**  
HTML, CSS, SaaS, JavaScript, jQuery, WordPress, Wagtail, GitHub, R, Datawrapper, Carto, Flourish, ggplot, OpenRefine, Tabula

## 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

- Oversee and contribute to redesign of NewsHour products including email newsletters and partner websites.
- Track analytics of email newsletters and short-form videos to develop plans for strategic experimentation based on KPIs.

**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 using After Effects, Illustrator and Premiere Pro 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 using After Effects, Premiere Pro and Procreate.
- Developed sites using HTML, CSS and WordPress for the Nowhere To Go and Printing Hate investigations.

**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.