

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

Design & Graphics:

Illustrator, After Effects, Premiere,
Photoshop, XD, Canva,
ai2html, Procreate, Figma

Data Visualization:

R, Datawrapper, Carto, Flourish,
ggplot, OpenRefine, Tabula

Social and Product Management:

Google and Microsoft suites,
Instagram, Facebook, X, LinkedIn,
TikTok, UX, Google Analytics,
Sprout, design thinking models

Web Development:

HTML, CSS, SaaS, JavaScript,
jQuery, WordPress, Wagtail,
GitHub, responsive design

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 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 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.