

# MARIEL PADILLA



@marielpadilla\_



812 374 7739



marielpadilla@columbia.edu



marielpadilla.contently.com/



Mariel Padilla

## EDUCATION

### Columbia University Graduate School of Journalism, New York, N.Y.

M.S. Journalism, Data Concentration | May 2018

Intensive coursework focused on reporting data-driven stories using investigative techniques and programming skills. Wrote stories based on public datasets, including World Bank contracts, NEA grants and the Census Bureau's population projections. Reported on Filipino community in New York City with articles published in *The FilAm Magazine*, *Voices of NY*, GMA News and *Inquirer.net*, the most widely read broadsheet newspaper in the Philippines. Published stories included how the Filipino community was affected by loss of DACA, a profile of a former gourmet chef of the Trump family, an in-depth analysis of Filipino representation in the entertainment industry and a news feature about President Duterte's war on drugs. Using international trade data, conducted a semester-long investigation of several U.S. companies involved in indirectly supplying weapons to the Islamic State. Completing a data master's project using natural language processing in Python to conduct a linguistic framework analysis of local newspapers across the country, focusing on how we are all talking past each other when it comes to immigration.

### Miami University, Oxford, Ohio

B.A. Strategic Communications and English Literature | Minors: Marketing and Interactive Media Studies | May 2017

Phi Beta Kappa, Cum Laude, Honors Program | Teaching Assistant: Empirical Research Methods and Introduction to Journalism courses

## EXPERIENCE

### Reporter

Cincinnati Enquirer  
Cincinnati, Ohio

2017  
summer

Breaking news reporter covering crime, courts and feature stories in Hamilton County, the third most populous in the state. Live tweeted funeral of Otto Warmbier and contributed to coverage that was picked up by *USA Today* and *MSN*. Broke a story from a FOIA request about the country's second busiest public library's decision to quietly sell an entire block of prime downtown real estate and pursue a \$54 million development plan, the most significant in its 160-year history. The story ran front page and sparked public activism. Assisted the 60-person newsroom by interviewing forensic scientists and compiling arrest slip information, putting a human face to the opioid crisis. The published project was featured on *NPR*, *WNYC*, *CJR* and *The Marshall Project*. Wrote more than 60 articles in two months that attracted more than 100,000 pageviews, some of which were published in *USA Today*, *The Tennessean*, *Tallahassee Democrat*, *Iowa City Press-Citizen*, *Poughkeepsie Journal*, *Sheboygan Press*, *The Kitsap Sun* and *The Baxter Bulletin* among other USA Today Network properties.

### Editor in Chief

Miami Quarterly  
Oxford, Ohio

2016 -  
2017

Hired and managed 50 editorial, design and business staff of this campus publication. Developed content for four 50-page issues, including the presidential election's campus impact, profiles on the new university president and his wife and the emergence of a new drone racing team.

### Reporter

Patch.com  
Oxford, Ohio

2016  
fall

Reported on local government, alcohol licensing, child hunger in education system and the increase in homelessness in Oxford. Broke news about an off-campus shooting, knocking on doors to get the names of victims. Wrote a news feature about Ohio's death penalty restart after a three-year hiatus. Story won a regional SPJ Mark of Excellence award. The coverage involved interview with an inmate who spent the longest time on death row in U.S. history before being exonerated after 39 years.

### Web Producer

Dynamic Catholic  
Institute  
Erlanger, Ky.

2016  
summer

Wrote web content in the organization's unique voice. Identified keywords for search engine optimization using Google Analytics. Gained a strong understanding of the non-profit business model, how to launch and monitor a website, the influence of church parishes on local communities and how to appeal to a rural, conservative audience.

### Consultant

Howe Center for  
Writing Excellence  
Oxford, Ohio

2014 -  
2017

Consulted undergraduate and graduate students on how to improve writing across many disciplines. Worked mainly with international students from around the world, communicating across cultural and language barriers. Led employee seminars and training workshops once a week. Worked eight to 12 hours every week.

### Communications Intern

Cummins, Inc.  
Columbus, Ind.

2013,  
2014  
summers

Designed pilot monthly department newsletter for this Fortune 200 engine company, distributed to 400 employees. Interviewed corporate leaders, compiled industry data and researched most cost-effective printing and distribution services. Created story boards for new safety videos. Designed internal signage and reminders displayed on screens around the plant. Gained a better understanding of the engine manufacturing industry and this large company's prominent role in the small-town community.

## SKILLS

### Multimedia

Adobe Suite: Indesign, Illustrator, Audition, Lightroom, After Effects  
iMovie  
Wordpress  
Audacity  
Wibbitz  
Wordsmith  
Facebook Live

### Web design

HTML  
CSS  
Bootstrap

### Data analytics

Python  
R  
Pandas  
SQL  
GIS Mapping  
Open Refine  
Tableau  
Carto  
Excel  
Automation & AI training from Associated Press

## REFERENCES

### Giannina Segnini

Director of Data Program  
Columbia University  
212-854-2332  
gs2799@columbia.edu

### Ari Goldman

Reporting Professor  
Columbia University  
212-854-3878  
alg18@columbia.edu

### Robert Strickley

Editor  
Cincinnati Enquirer  
513-646-4378  
rstrickley@enquirer.com