

# Rebekah Monson

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## About

Rebekah Monson is a VP of Product and Editorial with more than a decade of experience in journalism, technology, online media and design. She is an active collaborator with a proven ability to manage complex problems, tight deadlines and challenging business conditions.

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## Experience

### Co-founder and V.P., Product and Editorial

WhereBy.Us

*October 2014 to present*

WhereBy.Us is a media startup that creates media and technology products to help people connect and engage in their cities.

- Design, develop and manage local media brands and brand strategy using iterative processes and human-centered design techniques.
- Design, develop, test and manage websites, daily email newsletters, ticketing systems, member management, sales, and additional technology products and systems.
- Manage editorial and cross-platform product and content strategy for local brands.
- Manage technology and local brand staff.
- Write, edit, and design editorial content, including articles, interactive media, and data visualization projects.

## Communication Manager

University of Miami School of Communication

*October 2013 to September 2014*

- Planned and executed a comprehensive communications strategy for the School of Communication.
- Oversaw branding and development of promotional materials, web and print collateral, multimedia projects, strategic communications, campaign materials and e-mail marketing.
- Coordinated external media relations and press inquiries.
- Managed audience development across social platforms.
- Planned and executed a comprehensive strategy for the School of Communication website, launched in 2014, that improved admissions requests and grew users by more than 20% in the first month of launch.

## Editor

University of Miami College of Arts and Sciences

*November 2011 to October 2013*

- Planned and executed a comprehensive communications strategy for the College of Arts and Sciences.
- Oversaw branding and development of promotional materials, web and print collateral, a semiannual magazine, multimedia projects, strategic communications, campaign materials and e-mail marketing.
- Coordinated external media relations issues and press inquiries.
- Supervised a communications specialist, hired and managed freelancers and oversaw budgets for college communications.
- Managed brand and audience development across platforms.
- Assisted in the planning and execution of a comprehensive redesign strategy for the College of Arts and Sciences website, launched in 2013.

## Teaching Assistant

University of Miami School of Communication

*January 2013 to May 2013*

- Taught basic design principles, Adobe InDesign, Photoshop and Illustrator skills to two sections of a lab for communication students.

## Reporter

Sun Sentinel

*December 2010 to November 2011*

- Covered community affairs and municipal government in Boca Raton and unincorporated southern Palm Beach County.
- Wrote daily breaking news stories and blogs, developed enterprise content from within coverage.
- Shot, edited and produced videos and multimedia coverage.
- Trained and assisted reporters with video production and editing.
- Used social media to communicate with readers, find stories and sources and break news.

## Community manager

Sun Sentinel

*August 2009 to December 2010*

- Managed web presence, social media networks, blogs and online planning for the business section and subsections.
- Trained staff on software, SEO and social media tools.
- Grew local traffic by more than 30% for business content.

## Design director

Sun Sentinel

*March 2007 to August 2009*

- Managed and art-directed up to five designers to produce daily 6- to 20-page Sports and Business sections on deadline.
- Collaborated with editors, reporters, photographers and graphic artists to plan daily coverage, projects and special sections.
- Helped to establish and maintain visual and typographic style.
- Illustrated and art-directed photo shoots for projects.
- Trained designers on publication software as a CCI superuser.
- Conceptualized and executed print and website redesigns.

## Projects/1A Designer

Sun Sentinel

*July 2005 to March 2007*

## Designer

Spokesman-Review

*October 2003 to July 2005*

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## Education

University of Miami

*Incomplete.*

Master of Fine Arts, Interactive Media

Louisiana State University

*1999 to 2003*

Bachelor of Arts, Mass Communication

Concentration: Journalism

Minor: Visual communication

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## Other

### Organizations and Leadership

Society for News Design, Board of Directors

Code for Miami, Board of Directors, co-founder

FIU Engagement Advisory Council, member

Hacks/Hackers Miami, co-founder

Friends of the Underline, founding member, Young Professionals  
Organization

Society of Professional Journalists South Florida Pro Chapter, Board of  
Directors (2011-2012)

### Professional honors

Radical Partners Social Entrepreneurship Bootcamp, 2016  
Knight Cities Challenge winner (CUT Group), 2016  
Google Fellow, Personal Democracy Forum 2014  
White House LGBT Innovation Summit, 2014  
Five Tech Women to Watch in Miami, TechCocktail, 2015  
Miami's Most Interesting People, Miami New Times, 2015  
Reader, Knight News Challenge, 2013-2014  
Judge, Society for News Design's 34th annual Best of News Design competition  
Judge, Best of Sports Design competition 2013-2014  
Awesome Foundation grantee (Sensor Sub) 2014  
Awards from the Society for News Design, Society for Professional Journalists, Florida Society of Newspaper Editors, SPJ's Sunshine State awards, Best of Gannett contests.

## Speaking and workshops

Institute for Nonprofit News (INN) Technology Workshop, 2016  
SND SF Conference Committee, 2016  
Hacks/Hackers Connect London, 2016  
Hacks/Hackers Connect Miami, 2016  
NICAR, Twine workshop, 2015  
Code for America Summit, brigade panelist, 2014  
Newsgeist, 2014  
Online News Association, Newsgames session, 2014  
Indiecade, big games showcase, 2014  
AEJMC, ONA Challenge Grant panelist, 2014  
Grace Hopper, Student Opportunity Lab session, 2014  
WordCamp Miami, Wordpress for Journalists session, 2014  
#SNDMakes Indianapolis, 2014  
Miami Arts Business Council, 2014  
NAHJ Build A Site Workshop, instructor, 2014  
Kauffman-Rossin Millennials in the Workplace Panel, 2014  
NewsFoo, 2013  
Code for America Summit, 2013

SPJ Florida/NAHJ Multimedia Workshop, Mobile video for journalists session, 2013