
REBECCA KEITH PALMORE

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Profile

Digital journalist and manager with 15 years experience in fast-paced newsrooms who has collaborated across editorial, technical and business teams to grow audience, streamline operations and deliver fresh, original, compelling content.

Experience

Digital Editor, Chicago Tonight, WTTW; Chicago — 2015-present

Tasked with growing audience; hire and manage reporters; increase site users by 40 percent YOY in first 12 months; identify compelling, original stories for production.

Senior Digital News Editor, Chicago Tribune; Chicago — 2012-2015

Oversee operations for 50 hyperlocal suburban sections of Chicagotribune.com; use real-time and historic analytics tools to measure user engagement; maintain and enhance UGC system; troubleshoot and transform print-to-web workflow; champion use of social media; seek use of new and emerging digital tools.

Events Editor, Metromix and Chicago Tribune; Chicago — 2005-2012

Vet third-party vendors of events CMS in search of integration solution for Chicagotribune.com; leadership role on Metromix.com relaunch team. Write, edit, produce original content for Metromix.com and print editions of RedEye, Chicago Tribune and Tribune magazine; hire, train, supervise freelance writers.

Education

Northwestern University — Coding Boot Camp, Full Stack Web Development, 2017

University of Illinois — English Literature, Creative Writing, 2017

Skills

React, React Native, JavaScript, JQuery, Node.js, MySQL, Express, MongoDB, Mongoose, Sequelize, Handlebars, Firebase, AJAX, APIs, HTML, CSS. CMS: Drupal, Extrovert. Analytics: Omniture, Chartbeat, Google Analytics. Other: Heroku, GitHub, Photoshop, AVID, MailChimp, Convio, Excel. Strong AP style.

Awards

Chicago Tribune: Publisher's Team Awards in 2014 (two) and 2006; Metromix: Outstanding Achievement Award in 2007.
