

SAMANTHA STOKES



samanthastokes.github.io



stokessamanthaj@gmail.com



319-242-1785



@stokessamanthaj

EXPERIENCE

Business Reporter, Missouri Business Alert

Feb. 2018-Present | Columbia, MO

- Report dayturn and state and local business news, as well as contribute to longer projects
- Analyze the stock market, as well as national business trends, and find local angles for stories
- Script, voice and produce a weekly podcast highlighting relevant industry news and local impact

Social Media Intern, Bustle

June 2017-Present | New York, NY

- Manage social media for Bustle's parenting vertical, Romper, which engages nearly 1 million followers across social platforms.
- Engage audiences and promote readership by creating social media packages and utilizing SEO and analytics tools
- Analyze web traffic and pitch story ideas based on top-performing content
- Edit videos and photos for social media platforms, including Instagram stories and posts

Contributing Writer, Vox Magazine

Feb.-Dec. 2017 | Columbia, MO

- Wrote weekly news and culture stories for the community's weekly city magazine and website
- Reported news and insight, public safety, music and community events
- Wrote in-depth, investigative and weekly stories and simultaneously manage multiple assignments from multiple beats

Enterprise Reporter, Columbia Missourian

Aug.-Dec. 2016 | Columbia, MO

- Pitched and published more than 20 news and enterprise stories for the community paper's website and print editions
- Two articles published on the paper's front page (A1) and featured on the website's home page
- Completed general assignment shifts and reported breaking and daily news

Audience Engagement Specialist, MizzouRec Services and Facilities

April 2016-Dec. 2017 | Columbia, MO

- Used social media management tools to schedule posts and content for the campus recreation facility's online accounts

EDUCATION

Missouri School of Journalism

- Bachelor of Journalism
- Emphasis in print and digital magazine writing
- Graduation: May 2018
- Dean's List, Spring 2015-Present
- Recipient of the Mizzou Heritage Scholarship, Sam Bronstein Scholarship and Dorothy Fields Scholarship

Side Hustles

- Mizzou ONA
- School of Journalism ambassador and tour guide
- MU University Singers, MU School of Music
- Yoga instructor
- Delta Xi chapter of Tri Delta

SKILLS

Writing and Editing

BEAT WRITING enterprise, news and insight, public safety, environmental, music, education, arts, culture, events coverage
REPORTING dayturn, breaking news, magazine, service, longform, investigative, narrative, data **EDITING** Copyediting, AP Style, local style

Engagement, Web and Other

SOCIAL MEDIA Twitter, Facebook, Instagram CoSchedule, Buffer, HootSuite **WEB ANALYTICS** Google Analytics, Instagram Insights, Twitter Analytics, Facebook Insights **WEB DEVELOPMENT** HTML, CSS, JavaScript, mobile optimization **VISUAL** photography, videography, multimedia editing, Adobe Suite **AUDIO** recording and editing, podcasting **DATA** Microsoft Excel