Shelby Jouppi

DATA JOURNALIST
& MULTIMEDIA SPECIALIST

SKILLS

Languages
Python, SQL, CSS, HTML

Web Scraping
Beautiful Soup, Selenium

Data Cleaning and Analysis
Python/Pandas, PostgreSQL

Visualization
Adobe Illustrator, Tableau, QGIS

**Audio/Video
Production and Editing**
Adobe Audition, Premiere, ProTools

Project Management
Asana, Trello, Google Workspace

EDUCATION

**B.A. Journalism
minor in graphic design**
Oakland University
Rochester, MI
magna cum laude, 2013

MEMBERSHIPS

**Association of Health Care
Journalists**

**Investigative
Reporters & Editors**

EXPERIENCE

M.S. Data Journalism Candidate
Columbia University Graduate School of Journalism
Aug. 2021 - expected Aug. 2022

- Pitch, report, analyze and create visualizations for bi-weekly data stories about health and environment as part of Columbia's Data Studio.
- Reporting a month-long investigative story about Medicaid accesibility barriers in New York for Invistigating Mental Health Care seminar.
- Wrote a program to scrape over 18,000 PDFs from Michigan government database of communication with air polluters, which included stack tests, violation notices and evaluations. Created a dataset of all correspondence by date, type, company, and location as a resource for local journalists and mapped violation notices by zip code.
- Analyzed two years of television broadcast transcripts and online media to pinpoint who drove the race theory conversation and how the context changed over time.

Podcast Producer & Project Manager
Dec. 2020 - June 2021

Produced and edited the 10-episode third season of the podcast "The Confessional with Nadia Bolz Weber," a collaboration with PRX and The Moth. Managed production calendar and coordinated stakeholders.

Freelance Digital Designer
Oct. 2018 - June 2019

Designed and created interactive web experiences of large reporting projects, such as a mobile-friendly voter guide and election results portal for WDET 101.9 FM, Detroit's NPR station, and a website for Detroit Public Television's "Great Lakes Now" program.

Reporter + Multimedia Producer, WDET, Detroit's NPR Station
March 2014 - March 2018

- Reported, produced, scripted and mixed broadcast-quality features for WDET News including enterprise investigations, breaking news, podcasts, culture and documentary stories.

- Project lead of the Hearken series "CuriosiD," which generated award-winning stories and a $20,000 sponsorship. Trained and partnered with news staff to create multimedia stories and engage listeners in the reporting process.