

# Emily Hood

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## Education

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### University of Missouri-Columbia

Bachelor of Journalism: *Social and Audience Strategy* | Minor: *Computer Science*

*Expected Graduation: May 2024*

## Work Experience

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### Star Tribune

*Newsroom Product Contractor*

*Reynolds Journalism Institute Student Innovation Fellow*

**Minneapolis, MN**

*August 2023-Present*

*May 2023-August 2023*

Received training from the News Product Alliance to develop internal tools improving editorial decision making and production.

Hired as a part-time contractor after fellowship to continue projects relating to metrics tools and data analysis.

- Planned and coded Slack analytics chatbot in Python that generates story analytics reports using Google Analytics and Chartbeat APIs, resulting in 75% of users returning to run multiple reports
- Assisted in deployment of Slackbot to AWS Elastic Beanstalk to ensure app scalability
- Managed product roadmaps using Miro and set KPIs and OKRs to ensure timely delivery of projects
- Conducted stakeholder research, including 37 interviews and a newsroom-wide survey, to understand needs
- Led team of four as part of a company-wide initiative to craft a long-term engagement strategy targeting college-aged Minnesotans by creating new products and subscription models, which was presented to senior company leadership

### Columbia Missourian

*Audience Engagement Producer*

**Columbia, MO**

*January 2023-May 2023*

Increased audience reach through three initiatives: founding, writing and curating a monthly newsletter targeting parents, developing targeted Facebook ad campaign to grow newsletter sign-ups and using Google Trends to optimize stories for search traffic.

- Received 72% open rate in first edition of Columbia Parents' Digest newsletter
- Quadrupled newsletter list size through Facebook ad campaign
- Generated 25.4% of referral traffic from search

### The Associated Press

*Product Strategy Consultant*

**New York, NY**

*January 2023-May 2023*

- Worked with student team of five to develop long-term strategy for the AP's Data.world data repository product
- Assembled product plan with six-figure budget to serve customer needs and ease workload of the AP's data team

### The Kansas City Star

*Dow Jones News Fund Digital Media/Audience Growth Intern*

**Kansas City, MO**

*June 2022-August 2022*

- Developed production workflows and metric tracking systems as part of TikTok content strategy and launch, gaining 1,090 followers in less than three months
- Curated and wrote weekly newsletter to over 58,000 Star subscribers, detailing top stories each week
- Recognized algorithm shift and initiated strategy for Instagram Reels, increasing account reach by 141% in one week

### Missouri Business Alert

*Social Media Intern*

**Columbia, MO**

*May 2021-May 2023*

- Oversaw transition of five-member social team to Social News Desk to improve social media posting efficiency
- Launched biweekly Facebook Live Q&As targeting Missouri entrepreneurs, resulting in a 32% increase in page likes

## Skills

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- Roadmapping software: Miro
- Search engine optimization and Google Trends
- Web Production: HTML, CSS, JavaScript, jQuery, Node.js
- Programming languages: C, Python, SQL, R
- Analytics tools: Parse.ly, Chartbeat, Google Analytics
- Social planning tools: True Anthem, Social News Desk, SocialFlow