Emily Hood

emily@emilyhood.com • (636) 541-0826 • LinkedIn: linkedin.com/in/emilyhood/

Work Experience

Minnesota Star Tribune   Minneapolis, MN
Discovery Producer   *June 2024-Present*

- Pioneered newsroom strategy and rollout around new North Star metric, new subscriber paths, redefining the definition of success for our journalism and connecting content to business goals, leading to a 56% adoption rate among newsroom members in first two weeks of rollout
- Translated new subscriber paths into actionable insights for newsroom stakeholders such as increasing multimedia storytelling and bucketing stories by topic/format
- Aligned stakeholders, including data scientists, data analysts, product managers, newsroom leadership, reporters and marketing to build new subscriber paths infrastructure
- Completed user research and designed Looker Studio dashboards to provide easy newsroom access to key metrics
- Drafted ETL requirements in partnership with engineers to ensure accurate and timely delivery of content metrics from multiple sources, including Google Analytics, Piano, and Marfeel
- Led scoping, user acceptance testing and newsroom-wide analytics training for the BI platform and analytics hub, Domo, reaching more than 230 staff members
- Crafted requirements and user stories, scoped implementation with engineers and organized company-wide training of new real-time newsroom analytics vendor, Marfeel
- Used SQL to maintain ETL and data pipelines in BigQuery and pull custom reports on newsroom initiatives
- Attended scrum ceremonies, including planning, retros and standups, and created Jira tickets to support analytics initiatives
- Produced audience impact reports on major breaking news events (e.g., Gov. Walz's vice presidential bid) to inform editorial strategy and content decisions

Reynolds Journalism Institute Student Innovation Fellow   *May 2023-May 2024*

- Planned, coded and deployed 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
- Managed product roadmaps using Miro and set OKRs to ensure timely delivery of projects

The Associated Press   New York, NY
Product Strategy Consultant   *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   Kansas City, MO
Dow Jones News Fund Digital Media/Audience Growth Intern   *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

Skills

- Miro, Jira
- Search engine optimization and Google Trends
- Web Development: HTML, CSS, JavaScript, jQuery, Node.js, React
- Programming languages: C, Python, SQL, R
- Analytics: Snowflake, Domo, Google Analytics, BigQuery, Looker Studio, Marfeel, Chartbeat, Parse.ly

Education

University of Missouri-Columbia   Columbia, MO
Bachelor of Journalism*: Social and Audience Strategy* | Minor: *Computer Science*   *August 2020-May 2024*