

Jennifer Russell

Parker, Pennsylvania

Portfolio: <https://www.jenrussell.net/>

linkedin.com/in/
jennifer-russell-digital-editor/
jenrussell724@gmail.com
(724) 636-4561

SUMMARY

- I am an award-winning journalist and editor with a strong background in building and managing digital products.
- I have 20 years' experience in media with specialization in the agriculture industry.
- I am a certified scrum product owner with experience in agile development, SEO, analytics reporting, competitive analysis and user experience.

PROFESSIONAL EXPERIENCE

EYT Media Group

Clarion, Pa. (Work from home office)
June 2024 - present

EYT Media Group is Western Pennsylvania's premier publisher of hyperlocal news, targeting underserved communities in Clarion, Venango, and Jefferson counties. Founded in 2010, the company's mission is to bring news to areas often overlooked by traditional media. Today, EYT's network—[exploreClarion](#), [exploreVenango](#), [exploreJefferson](#), [explore814](#), [exploreSports](#) (previously D9Sports), and [CookForest.com](#)—garners over 3,000,000 visits each month, with more than 100,000 followers on Facebook.

News Editor

- Manage daily news content for EYT's six websites, including reporting, writing, editing, and posting stories to the content management system. Report to the company President and Co-Founder.
- Manage content flow on each website's social media channels, ensuring all content is shared to social in a timely manner, monitoring user comments and responding to reader questions and messages.
- Assist with posting client-sponsored content, ensuring sponsor branding is prominent and clients are tagged appropriately on social media channels. Promote client content on Facebook, with the goal of helping our local clients gain more followers and customers.
- Submit daily requests for crime reports, and manage the filing of all court documents for news stories.
- **Skills used:** Editing. Reporting. Writing. Team collaboration. Content management systems. Social media.
- **Tools used:** Wordpress. Hootsuite. Meta Business Suite. AI writing and image creation tools. Adobe Suite. Google Drive. Google Docs. Slack. Canva.

Farm Journal, Inc.

Worked remotely from Pennsylvania
May 2011 - Feb. 2024

Farm Journal is the nation's largest business-to-business media company for the agriculture industry. With more than 20 different brands across the crops, livestock and produce sectors, including print, broadcast, websites and in-person events, Farm Journal delivers the most widely used and relevant business information to America's farmers. Its flagship website, AgWeb.com, reaches more than 650,000 unique visitors each month.

Digital Analytics and Insights Manager

Oct. 2022 - Feb. 2024

- Managed analytics for 8 different content websites, relaying traffic reports and actionable insights to the editorial, sales and executive teams. Reported to the Vice President of Digital.
- Published a twice-monthly company-wide report that highlighted successful content initiatives, social media campaigns, audience insights and competitive analysis that the sales and executive teams could use to drive conversations with clients.
- Functioned as an SEO leader, ensuring content creators followed best practices for maximum impact.
- **Skills used:** Cross-team collaboration. Analytics reporting and interpretation. Search engine optimization. Competitive analysis. Keyword research. Building dashboards and reports. Campaign tracking.
- **Tools used:** Google Analytics 4. Google Search Console. Google Tag Manager. Looker Studio. Semrush. SimilarWeb. Google Trends. Meta Business Suite. Loomly. Slack.

Product Manager, Content

Feb. 2016 - Oct. 2022

- Managed the creation and implementation of new products and strategies to grow Farm Journal's digital footprint, including multiple new brand websites. Reported to the Vice President of Digital Products and Marketing.
- Managed the simultaneous redesign of 7 brand websites while also building a new central content management system, which was the first of its kind for Farm Journal and streamlined the publishing process.
- Earned certification in product ownership from the SCRUM Alliance.
- **Skills used:** Product ownership. Project management. Cross-team collaboration. Agile development. Requirements gathering. User testing. Competitive analysis. Information architecture. Wireframing. Team training. Technical documentation. Mobile apps.
- **Tools used:** Atlassian suite (Jira & Confluence). Hive. Semrush. Google Analytics. Hotjar. Drupal. Slack.

Managing Editor, AgWeb.com

Feb. 2013 - Feb. 2016

- Managed overall content strategy and production for AgWeb.com, Farm Journal's largest website with more than 4 million page views and 650,000 unique visitors each month.
- Managed a team of about 10 staff writers and 20 freelance bloggers, while planning daily and seasonal news coverage. Reported to the Editorial Director.
- AgWeb was recognized as the best website in business publishing in 2013 and 2014 by American Business Media through its Jesse H. Neal awards program. It also was recognized for best news coverage during both years.
- **Skills used:** Team management. Writing and reporting. Editing. Headline writing. Daily news budgets. Social media. E-newsletters. Content management systems. Digital publishing. Style guides. Mobile app management.
- **Tools used:** Adobe Creative Suite. Microsoft Office. Google Docs. Marketo. Proprietary CMS. Google Analytics. Parse.ly analytics software. AP and Bloomberg wire services.

Online Editor

May 2011 - Feb. 2013

- Produced e-newsletters, edited content for online publishing and conducted general web maintenance. Reported to the Editor of AgWeb.com.
- Assisted with proofreading print publications and maintaining the company style guide.
- Instrumental in researching, organizing and editing the first Farm Journal Field Guide for Weeds, Diseases &

Pests and later assisted with turning it into an online database.

- **Skills used:** Editing. Proofreading. E-newsletters. Digital publishing. Researching. Fact-checking. Content management systems.
- **Tools used:** Adobe Creative Suite. Silverpop email management system. Marketo. Proprietary CMS.

The Columbia Missourian

**Columbia, Mo.
May 2008 - June 2010**

The Columbia Missourian is the Missouri School of Journalism's community newspaper. It has been covering local news for the city of Columbia for 114 years while training students to become journalists. Led by a team of faculty editors, the Missourian gives students opportunities to report, photograph and edit in a deadline-driven, professional newsroom.

Night News Editor

- Oversaw all aspects of nightly newspaper production, including editing stories and designing pages.
- Taught students hands-on copy editing and design skills while producing the newspaper each night. Managed a team of about 15 student editors.
- **Skills used:** News judgment. Team management. Headline writing. Editing/proofreading. Layout design. Pagination. Digital publishing. Wire services. Style guides.
- **Tools used:** Adobe Creative Suite. AP wire service. Open-source CMS.

University of Missouri Office of Undergraduate Research

**Columbia, Mo.
Aug. 2007 - May 2008**

The MU Office of Undergraduate Research fosters and supports mentored undergraduate research, scholarship and creative activity in a premiere research environment.

Public relations assistant

- Maintained the office website and social media presence, as well as publishing a regular newsletter. Reported to the office Director.
- Created brochures, events programs and other materials supporting undergraduate research and events.
- **Skills used:** Public relations. Editing. Design. Events promotion.
- **Tools used:** Adobe Creative Suite. Microsoft Office.

The Butler Eagle

**Butler, Pa.
May 2006 - May 2007**

The Butler Eagle is a family-owned daily newspaper published in Butler, Pennsylvania. It serves the Pittsburgh metropolitan county of Butler.

Reporter

- Reported and wrote news and feature stories, mainly covering local events. Was also responsible for typing up obituaries daily. Reported to the Managing Editor.
- **Skills used:** Reporting. Writing. Style guides. Deadline management. Collaboration with editors, copy desk and photographers.

The Clarion News

**Clarion, Pa.
May 2005 - July 2005**

The Clarion News is a twice-weekly newspaper that serves all of Clarion County, Pennsylvania. It has a paid circulation of about 6,800 copies.

Reporter

- Reported and wrote profiles of local businesses for an annual summer special edition issue. Reported to the Editor.
- **Skills used:** Reporting. Writing. Style guides. Deadline management.

EDUCATION

University of Missouri, Columbia
Master's in Journalism

**Columbia, Mo.
Sept. 2007 - Aug. 2009**

Slippery Rock University of Pennsylvania
Bachelor's in Journalism
Bachelor's in Environmental Studies

**Slippery Rock, Pa.
Jan. 2003 - May 2007**