

Julia Munslow

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EXPERIENCE

Yahoo News, New York, NY

Feb 2020 - Present

Special Projects Editor, News Programming

- Launched and managed [TikTok account](#) (1.2 million followers in 16 months); developed strategy for short-form video content aimed at Gen Z; drove over 350 million views in the past year
- Pitched and produced videos daily on breaking news, politics, culture and science; edited tone, visuals and audio
- Produced and hosted informative live TikTok interview series featuring [Transportation Secretary Pete Buttigieg](#), [White House press secretary Jen Psaki](#) and various Yahoo reporters
- Reported and wrote stories on politics and culture, sourcing diverse voices on [Gen Z](#), [Asian identity](#) and [foreign affairs](#)
- Served on Gen Z task force, partnering with newsroom leaders to ideate content strategy and present work to company
- Researched and wrote coronavirus and politics newsletters, delivered to 900K+ subscribers
- Collaborated with product team to plan and build topic pages and tested notifications for mobile mail
- Curated [coronavirus](#) and election 2020 pages; wrote daily news push alerts to drive reader engagement on tight deadlines
- Spoke at news conferences about TikTok and Gen Z content strategy, including [ONA21](#) and [NENPA21](#)

Associate Editor, News Programming

May 2018 - Dec 2018

- Developed and piloted ‘[The 360](#)’ feature; pitched and wrote 25+ stories on news and politics in 2 months
- Aggressively reported breaking news on app and social media for 1 million+ readers, including for 2018 midterm election night
- Identified top trending stories for news home page and mobile app, including writing and editing headlines and teasers
- Monitored news and programmed timely stories across platforms on weekend solo shift, using SEO best practices
- Analyzed data trends to inform team members of best practices to grow audience

News and Politics Intern

May 2017 - Aug 2017

- Wrote 60+ stories on politics including breaking news and features on aggressive deadlines
- Researched and reported news and viral content via social media newsgathering across platforms
- Conducted interviews with Congressional staff and members; covered live hearings and panels

The Emory Wheel, Atlanta, GA

Sept 2014 - March 2018

Editor-in-Chief (March 2017 - March 2018)

- Elected by peers to lead 100+ staff members at The Emory Wheel, Emory University’s independent student newspaper
- Oversaw newspaper’s editorial content and production, business strategy and financial health
- Led newspaper to win 8 honors from the Society of Professional Journalists and Georgia College Press Association
- Shot award-winning “University reacts to pro-Trump chalkings” photos that were syndicated by [national news](#) organizations

OTHER EXPERIENCE

Fulbright Association, Malaysia

Jan 2019 - Nov 2019

English Teaching Assistant

- Planned and directed [national storytelling conference](#), including developing curriculum on media literacy and journalism skills
- Supervised production of secondary school’s first monthly English newsletter, written and compiled by students
- Received 3 grants from the U.S. Embassy in Kuala Lumpur to direct English programs and publications

SKILLS

Premiere, Photoshop, Lightroom, InDesign, social media, content management systems, AP Style

HONORS

Asian American Journalists Association - N3Con Fellow

2019

ProPublica Diversity Scholarship Recipient

2018

Georgia College Press Association 1st place in Best News Article - Investigative

2018

Society of Professional Journalists Mark of Excellence for Breaking News Photograph (Region 3)

2017

EDUCATION

Emory University, Atlanta, GA - *B.A. in English and Creative Writing*

2014 - 2018