

Mohammed Kloub

Multimedia Journalist

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EXPERIENCE

ESPN | Los Angeles, CA

Social Media Specialist II | July 2021 - Present

- Find and create engaging sports content for Twitter, Instagram, Facebook and TikTok, especially during live sports
- Co-lead NBA Committee to plan and execute content for big moments like player milestones, the Finals, NBA Awards and the Draft
- Lead and delegate responsibilities to the nightside team of 15-20 people on a weekly basis to meet engagement and sales goals
- Capture exclusive social moments on-site at live events, including the NBA Finals and the 2022 NBA Draft
- Package and share sensitive news stories to all social platforms

Crosscut | Seattle, WA

Audience Engagement Editor | July 2019 - July 2021

- Promoted stories and projects on Twitter, Facebook and Instagram on a daily basis while developing the publication's unique voice
- Wrote headlines for all stories and edited articles as needed
- Created deeper engagement plans and assets for large projects
- Communicated reader concerns and comments on social media to newsroom leadership to facilitate corrections and transparency

The Seattle Times | Seattle, WA

Engagement Editor | September 2018 - July 2019

- Served as community liaison for Education Lab, connecting readers to coverage and listening to improve and expand it
- Worked with local youth to edit and publish Student Voices columns
- Wrote weekly Education Lab newsletter for 11,000 subscribers
- Organized community events including lightning talks and town halls

Digital News Producer | January - August 2018

- Curated The Seattle Times homepage while taking into account newsworthiness, story performance, reader interest and visual appeal
- Composed and sent effective news alerts to mobile app users

The Chicago Tribune | Chicago, IL

Breaking News Intern | October - December 2017

The Daily of the UW | Seattle, WA

Editor-In-Chief | September 2016 - June 2017

PROJECTS & AWARDS

Champion Black Businesses

Ideated and led social rollout for ESPN's 2022 Champion Black Businesses marketing campaign, which saw over 800% increase in YOY engagement

Poynter Institute

2019 Leadership Academy for Diversity in Digital Media

AAJA Seattle Board Member

Wrote monthly newsletter and helped plan chapter events

Northwest Wonders

Oversaw launch of Crosscut's partnership with Hearken, an audience-listening platform

Race & Equity Committees

Served on task forces to push for diversity and inclusion at all listed workplaces

Snapchat + The Daily

Led student publication's digital transformation and first collaboration with Snapchat

AAJA Northwest

Journalists of Color Scholarship and Stanford Chen Grant

EDUCATION

University of Washington Seattle, WA

Bachelor of Arts

Communications: Journalism

Middle East Studies