

Priyanka Bansal
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EXPERIENCE

NJ Spotlight News

November 2022-present

Digital Content Editor

- Lead [Race in Education](#) collaborative project, organizing written work between 10+ different local media sites, including WNYC, Gothamist, and Chalkbeat Newark.
- Proofread multiple stories each day, with attention to syntax, grammar, and accurate and engaging content
- Organize meetings to continuously workshop daily newsletter, ensuring it does justice by NJ communities

Vox Media: Thrillist

March 2022-November 2022

Editorial Assistant

- Edited, built, and published stories in the content management system, selecting eye-catching photos, and ensuring all links, credits, and headlines are accurate, with an eye toward SEO
- Create engaging newsletters daily in Campaign Monitor and ensuring user behavior is tracked via UTM tagging

News12 New Jersey

January 2020-March 2022

Assignment Desk Editor/Associate Producer

- Fact checked, pitched, and built stories for producers, identified breaking news by examining Twitter, wires, and other sources daily
- Determined important leads from other external communications and assigning reporters to follow up, enabling the team to report on the latest and most impactful stories

Freelance Journalist

February 2020-March 2022

Writer/Reporter

- Published in: Teen Vogue, NBC Think, The Juggernaut, Wear Your Voice Magazine, GEN Magazine, The Interlude, and The New Twenties
- Investigated stories on [COVID vaccine shortages](#) and [diaspora community issues](#), and promoted content on social media

MSNBC: All in with Chris Hayes

June 2019-August 2019

AAJA Summer Fellow

- Contributed to editorial meetings and segment production with hourly political updates
- Responsible for smooth production with high attention to detail by ensuring VO and SOT matched scripts, executing on logistics for guest arrival, and welcoming guests to the show

Targum Publishing Company

September 2018- February 2020

Co-CEO & Editor-in-Chief

- Managed editorial, fiscal, and daily operations of award-winning independent community newspaper, The Daily Targum, with a circulation of 10,000 print papers daily
- Supervised editorial team of 20 editors, writers, and other staff to deliver news to the New Brunswick, NJ community

EDUCATION

Rutgers University, B.A. in Journalism & Media Studies
B.S. in Business Analytics & Information Technology

September 2016 - May 2020
New Brunswick, NJ

SKILLS

Editorial: Writing, Copy Editing, Proofreading, Photo Journalism, Digital Photography, Photo Editing, Social Media Marketing, Email Marketing, Newsletter Writing, CMS Management, Data Analysis, TV/Segment Production, Script Writing, Script Editing, TV Reporting, Video Editing, Post-production Editing, and AP Style

Technical: Proficient in Microsoft Office, Excel, G-Suite, HTML, CSS, R, JavaScript, Python, SQL, Access, InDesign, Slack, Campaign Monitor, MediaCentral, iNews, ENPS, Premiere, and Photoshop

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