

# Katrina Pham

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## EXPERIENCE

### **The Marshall Project** | *Dow Jones News Fund Audience Engagement Intern* June 2024 - present

- Edit social media videos using [existing](#) and [new](#) video assets to create packages for Instagram and TikTok
- Lead data analysis of e-newsletter products on Airtable, generating insights on CTA formats to increase engagement
- Produce e-newsletter products for 56,000 subscribers on Mailchimp utilizing Marshall Project's unique CMS
- Generate subject and preview lines for email newsletters with average open rates of over 40%
- Utilize Google Trends to conduct audience research for headlines, potential story ideas and social media projects

### **The Yappie** | *Staff Writer* March 2022 - present

- [Contextualize](#) national AAPI news for e-newsletter distributed to congresspersons, White House staff, advocates

### **Borderless Magazine** (Chicago, Ill.) | *Editorial and Engagement Fellow* June 2023 - June 2024

- Reported [breaking news](#), [enterprise](#) and [investigative](#) stories in response to audience needs and original pitches
- Filed Freedom of Information Act requests to obtain emails and data from city and state agencies
- Crafted [explainers](#), [resource guides](#) distilling information on the immigration and federal benefits systems
- Curated and wrote social media copy for X, Facebook, Instagram, TikTok and LinkedIn
- Produced social media [videos](#) for Instagram and TikTok reaching up to [36,000](#) views
- Door-knocked, tabled in Illinois' immigrant neighborhoods to report stories and gauge community information needs

### **In These Times** (Chicago, Ill.) | *Editorial Intern* September 2023 - December 2023

- Fact-checked stories daily for accuracy, spelling and correct style
- Wrote hed/deks for articles using search engine optimization best practices

### **NPR NextGen Radio** (Chicago, Ill.) | *Reporter* June 2023

- Photographed, scripted and produced a [multimedia story](#) for a five-day journalism sprint
- Edited a four-minute-long non-narrated [audio story](#) on Adobe Audition while meeting other deadlines over two days

### **WLS-TV / ABC 7 Chicago** (Chicago, Ill.) | *Race & Culture News Intern* June 2022 - January 2023

- Pitched stories daily for on-air/web publication, including business profiles, feature stories and other enterprise stories
  - Wrote scripts for broadcasts, scheduled and conducted interviews for stories
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## EDUCATION

Northwestern University; Medill School of Journalism, Media, Integrated Marketing Communications (Evanston, Ill.)

Bachelor of Science in Journalism; Minors: Chinese, Asian American Studies

December 2023

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## PROJECTS AND ACHIEVEMENTS

- Chips Quinn Diversity in Journalism Fellow
  - Finalist for INN's Breaking Barriers Award and LION's Journalistic Impact Award for [investigations](#) on Chicago's migrant shelters
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## SKILLS

### Platforms

- Instagram
- Threads
- TikTok
- Facebook
- Twitter (X)

### Tools

- Adobe Premiere Pro, AfterEffects, Audition, Photoshop
- Airtable
- Mailchimp
- Parse.ly, Google Analytics
- Google Trends

### Languages

- Intermediate in Chinese
- Beginner in Spanish
- Beginner in Vietnamese