

MATT RASNIC

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EXPERIENCE

The Post and Courier • Digital producer, June 2020-present

- Create and execute engagement strategy for daily and long-term reporting projects to reach readers on multiple platforms.
- Curate daily email news roundups and work with reporters to produce several niche topic newsletters.
- Curate the postandcourier.com homepage using news judgment, analytics and data.
- Work with a team of producers to maintain the newsroom's Twitter, Instagram and Facebook presence.
- Produce and edit our weekly news podcast, Understand SC.

WFIU/WTIU News • Multimedia journalist, Jan. 2020-June 2020

- Reported audience focused stories for the Hearken-powered City Limits: Bloomington project.
- Created social media strategy to grow audience on Facebook and Twitter.
- Launched an Indiana-centric pop-up coronavirus newsletter.
- Reported local and state-wide news for radio, TV and online.

Indiana Daily Student • Editor-in-chief, Jan. 2019-Dec. 2019

- Oversaw the production of all print and digital publications.
- Managed a staff of more than 100 paid students while maintaining the newsroom budget.
- First student to be named editor for two consecutive semesters in 35 years.

AWARDS DURING TENURE

- CSPA Gold Crown — 2020
- Pacemaker (Print and online) — 2020
- SPJ Student Journalist of the year (staff) — 2019

Reading Eagle • Design and graphics intern, May. 2018-July. 2018

- Worked full time to design news pages for daily print products.
- Reported and created graphics for online and print.

Luddy School of Informatics, Computing and Engineering •

Undergraduate Instructor, Jan. 2020-May 2020

- Facilitated a 300-level web design course with 25 undergraduate students.
- Taught intermediate HTML, CSS and JavaScript.

SKILLS

- Audience engagement and social media strategy
- Adobe InDesign, Photoshop, Illustrator, Audition and AfterEffects
- Breaking news reporting
- Google analytics, Parse.ly
- Digital production
- Copy editing, AP Style
- HTML/CSS/JSON
- Audio production
- Project management
- Team work

EDUCATION

Indiana University

- Bachelor of Arts in journalism with specialization in graphic design.
- Graduated in May 2020
- Minor in human-centered computing

PROFESSIONAL AFFILIATIONS

- Online News Association
- Association of LGBTQ Journalists
- Society for News Design
- National Association of Hispanic Journalists

ON THE SIDE

- Produce a bi-weekly newsletter on plants and pop culture.
- Occasional freelance copy editing.
- Freelance graphic design.