



RANDI M. SHAFFER

journalist + social media manager

CONTACT

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SKILLS



INVOLVEMENT

Member: Association for Women Journalists Chicago (Feb. 2015 - present)

After school tutor + writing program volunteer: 826CHI (May 2016 - present)

Weekly talk show guest: WGN Radio 720 AM (Oct. 2016 - present)

HELLO

I am a driven journalist, web editor and social media enthusiast with a passion for both telling stories and sharing them digitally in creative ways under a consistent brand. I have hands-on experience in both social media strategy and management, as well as a thorough history in reporting, writing and editing. In my free time, I enjoy reading, blogging, eating tacos, watching hockey and dabbling in both graphic design and coding.

EXPERIENCE + WORK HISTORY

Digital News Editor - The Chicago Tribune (Nov. '16 - present)
Manage website CMS, create interactive story presentations, edit content and populate chicagotribune.com homepage. Pull wire content and lead newspaper's social media strategy.

Social Media Assistant - The Chicago Tribune (May '15 - Nov. '16)
Managed social media platforms, conducted staff training sessions and personally launched newsroom presence on Snapchat and Facebook Live.

Reporter - The Morning Sun | Digital First Media (Jan. '12 - May '15)
I told community stories in print and online using articles, photos and videos. I also covered local city, township, public education and higher education beats. Gained experience in both hard news and feature writing.

Social Media Manager - Central Michigan University (Aug. '13 - May '14)
I created a branded social media presence for CMU's Master of Science in Administration department as part of a graduate assistantship. I also provided on-site training for staff.

Reporting Intern - The Flint Journal | MLive (Aug. '11 - Dec. '11)
I worked full time to cover city and township government — as well as breaking news — for a semester-long college internship.

EDUCATION

Master of Science in Administration - Central Michigan University
Concentration: Public Administration.

Bachelor of Arts - Central Michigan University
Major: Journalism - News Editorial. Minor: Media Design, Production and Technology.