

Isabella Johnson

<https://bellajohnson3826.wixsite.com/portfolio/home>

CONTACT INFORMATION:

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EDUCATION:

B.A. in Journalism
Michigan State University
August 2020 - April 2024
Concentrations: Media Relations, Sports Reporting

SKILLS:

SEO
AP Style
CMS Management
Adobe Photoshop
Adobe Premiere
Adobe Illustrator
Adobe Lightroom
Adobe Audition
DSLR Photography
Shooting Video
Social Media
Copywriting
Editorial
Copy editing
Leadership
Interview
Social News Desk
MS Office
Script Writing
Project Planning
WordPress
Canva
Crisis Management

WORK EXPERIENCE:

SPORTS REPORTER—Men's Basketball, Women's Basketball, Gymnastics

The State News, East Lansing, MI
August 2022 - April 2024

- Formulating and editing articles and columns following games and breaking events
- Pitching and writing feature stories to supplement game coverage
- Building professional relationships with coaches, players and communications directors to aid in the cultivation of engaging and meaningful features
- Utilizing social media to update the public on sporting events and news pertinent to the East Lansing community

SPORTS DESK EDITOR

The State News, East Lansing, MI
August 2023 - January 2024

- Managing eight sports reporters and publishing their stories to the sports section of the website and sharing to social media
- Opening lines of communication with sports information directors in order to request and obtain credentials to various sporting events
- Editing all sports articles using AP style and utilizing SEO when publishing them to the web to maximize traffic
- Facilitating a team environment that is welcoming to my reporters, so that they feel comfortable asking questions and submitting their best work

STAFFER

Spartan Sports Report, East Lansing, MI
August 2022 - April 2024

- Shooting and editing sporting events for our Emmy award-winning show
- Writing and fact-checking scripts for anchors based off of media packages

FREELANCE JOURNALIST

Self-employed, East Lansing, MI
March 2024 - April 2024

- Creating relationships with industry professionals to write and edit game content and features for organizations like USA Hockey

JOURNALISM INTERN

Her Sports, Dublin, IRELAND
May 2022 - July 2022

- Pitching and creating content for web and social media relevant to Irish consumers
- Interviewing and scheduling interviews with professional athletes and Olympians
- Utilizing various social media platforms to share news and grow the brand's online presence with copywriting and graphics