

TOM PALMER

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tompalmerjr.com

Multimedia journalist, digital content strategist with a focus on audience engagement, project management and analytics.

EXPERIENCE

DIGITAL NEWS EDITOR, AUDIENCE ENGAGEMENT

CHICAGO TRIBUNE MARCH/2013 - JUNE/2021

Senior editor in the efficient and effective day-to-day editorial operation of the Chicago Tribune news website and social media channels.

- Curate the Chicago Tribune's homepage and app
- Write engaging, SEO-friendly headlines for an online audience
- A/B test content to better engage our audience.
- Utilize analytics to make metrics-based content decisions
- Craft and deliver segmented push notifications and email alerts
- Manage social media accounts, including Facebook and Twitter
- Use HTML and CSS to create special layouts and story assets
- Offer constructive input to digital content strategy discussions

SENIOR DIGITAL NEWS PRODUCER

CHICAGO TRIBUNE JULY/2004 - MARCH/2013

Senior digital news producer responsible for daily national / international breaking news content updates and sharing between all Tribune Company newspaper and broadcast media markets.

- Copyediting, original content creation
- News gathering from wire sources
- Audio / video content editing and creation

LEAD ONLINE CONTENT PRODUCER

MILWAUKEE JOURNAL SENTINEL 1997-2004

Lead online producer responsible for website content development across the news, business, sports and entertainment verticals for the Milwaukee Journal Sentinel's daily news website.

- Assist editor with all aspects of website development
- Gather and coordinate multimedia, written content in the field

EDUCATION

MARQUETTE UNIVERSITY

MILWAUKEE, WISCONSIN 1993-1997

Bachelor of Arts in Journalism

Minor: Anthropology

CONTINUING EDUCATION

FAA Part 107 - Certified commercial drone pilot. March 2021

Web Developer Bootcamp (Udemy)
December 2020

Google Analytics Academy workshop
January 2021

Accomplish More With Your Newsletter
(Poynter Institute) May 2019

CNN Producer and Reporter Workshop -
Editorial decision making, producing philosophy. April 2018

SKILLS

SEO, Google analytics, data analysis, storytelling, copywriting, HTML, CSS, CMS, UX, Adobe Creative Suite, Wordpress, photography & video editing.

TOOLS

Arc | Washington Post's CMS

P2P, SNAP | Content management systems

Google | Data Studio, Analytics and trends

OneSignal | Push notification service

Chartbeat | Real-time content analytics

CrowdTangle | Social monitoring

SocialFlow | Social media optimization

Technical skills: Full Stack developer toolkit.

Constructive input to digital content strategy discussions. KPIs, ROIs.

Attention to detail in a fast-paced, deadline-oriented work environment.