

SHELBY LIVINGSTON

SHELBYJL5@GMAIL.COM

843.412.6857

SHELBYLIVINGSTON.COM

REPORTER AND EDITOR

Determined business reporter with experience writing for national and local magazines. Skillful storyteller with strong news judgment. Interested in turning complex topics into compelling stories. Fluent in AP style, adept at writing SEO headlines and proficient in HTML and CSS. Meet tight deadlines and easily juggle several stories.

EDUCATION

- Medill School of Journalism**, Northwestern University, Evanston, IL Aug. 2014
Master of Science in Journalism
Concentrations: Magazine, Business Reporting
- Clemson University**, Clemson, SC May 2013
Bachelor of Arts
Major: English Concentration: Writing and Publication
Magna Cum Laude
- Christ University**, Bangalore, India Jan. 2012 – May 2012
Studied Indian religions and culture, women's issues and poverty
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PROFESSIONAL EXPERIENCE

- Modern Healthcare magazine**, Crain Communications, Chicago Sept. 2016 – Present
Staff Reporter
 - Cover health insurance industry news. Write daily breaking news stories while juggling enterprise features.
 - Report on commercial insurers, Medicaid and Medicare. Cover healthcare legislation and policy.
 - Write SEO headlines, build charts and graphs, and promote stories across social media channels.
- Business Insurance**, Crain Communications, Chicago April. 2015 – Aug. 2016
Staff Reporter
Editorial Assistant Nov. 2014 – April 2015
 - Pitched and wrote features and breaking news stories on the health care industry for biweekly print publication, as well as the quarterly Crain's Benefits Outlook. Topics included the Affordable Care Act and other health care legislation, health insurer mergers, employee benefits and prescription drug prices.
 - Fact-checked and copy edited stories for weekly health care newsletter with 2,000 unique views per day.
 - Wrote stories daily for Businessinsurance.com.
 - Monitored site analytics and promoted stories through social media (Twitter, LinkedIn) to grow audience.
 - Attended and reported at healthcare and benefits conferences nationwide
- Michigan Avenue magazine**, Chicago Aug. 2014 – Present
Freelance Contributor
 - Pitch and write Chicago-specific lifestyle, fashion, dining and culture stories for website.
 - Interview local movers and shakers.
 - Write several stories on food and culture for print issues.

Advertising Age, Chicago Oct. 2014 – Nov. 2014
Research Assistant
• Researched and fact-checked company and advertising data for annual Leading National Advertisers report.

Michigan Avenue magazine, Chicago June. 2014 – Aug. 2014
Editorial Intern
• Interviewed local artists and chefs for print stories on Chicago's dining and arts culture scene.
• Assisted with other story research and development.
• Wrote and edited charity, event and dining listings.
• Curated and edited photo galleries for website.
• Promoted stories on social media to increase web traffic.

Medill Reports News Service, Chicago, IL Nov. 2013 – June 2014
Business Reporter
• Pitched and wrote 1-2 stories per week on subjects related to the Chicago and wider U.S. retail industry.
• Interviewed business leaders, industry analysts, and economists.
• Shot and edited photographs and video for website.
• Worked as web producer and edited and published content for the Medill Reports website's front page.

Greenville Journal & Spartanburg Journal, Greenville, SC Aug. 2012 – May 2013
Editorial Intern, Contributor
• Researched and reported 2–3 stories per week for news publication, including a business cover story.
• Interviewed business and community leaders.
• Wrote briefs and developed events calendar for publication.

Artisphere, Greenville, SC Sept. 2011 – Dec. 2011
Communications Intern
• Wrote press releases promoting Artisphere annual arts festival.
• Edited online newsletter, memos and other documents; compiled media kits and sponsor letters for fundraising.
• Updated and strengthened company's social media outlets to promote the festival.

SKILLS

Computer Programs: Microsoft Word, Excel, PowerPoint; Adobe Photoshop, Premiere, Lightroom, InDesign, Audition

Other: Photography, audio reporting, video editing, blogging, social media, HTML and CSS