
DANIELLE BEYER ZINSLI

DIGITAL JOURNALIST

I have nine years of experience producing and curating local and national news for online platforms. Most of my work has been in newspapers, but I'm always open to new experiences in different mediums and industries.

EXPERIENCE

Digital content producer

Lee Enterprises

Remote, Madison, Wis., St. Louis, Mo.

November 2015-present

- Manage nationally syndicated content for Lee's 80 local news sites
- Curate stories for niche sites (cooking, lifestyles, personal finance) and newsletters
- Monitor online trends using a variety of analytics tools: Google Analytics, Chartbeat, Parse.ly and Crowdtangle
- Led audience generation efforts for Lee's 2016 Iowa caucus website

Content specialist

Answers, Inc (now Multiply) - St. Louis, Mo.

March-October 2015

- Monitored online trends to predict opportunities for viral content

Digital producer

Press-Gazette Media - Green Bay, Wis.

April 2013-February 2015

- Developed social media strategies for company and staff accounts
- Created and managed online content

Digital content provider

Oshkosh Northwestern - Oshkosh, Wis.

September 2012-April 2013

- Reported on general news stories
- Managed website content

SKILLS, HOBBIES AND OTHER TRAINING

- Self-published comic book writer, "Old School" (2021)
- "Fox Cities Magazine" contributor, 2021
- "Volume One Magazine" contributor, 2019-2020
- Knight Center course in "Digital Investigations for Journalists," 2020
- The Kubert School online classes: "Writing for Comics" and "Digital Lettering," 2020-2021
- Experience with WordPress, BLOX CMS and Squarespace
- Big Brothers Big Sisters of Northwestern Wisconsin volunteer, 2018-2021
- Avid (but mediocre) runner, 2010-now
- I also dabble in photography, baking, indoor cycling, blogging, traveling and real estate browsing.

EDUCATION

University of Wisconsin-Oshkosh

Bachelor of Arts in Journalism

Class of 2012, Cum Laude

- Kappa Tau Alpha Journalism Honors Society
- Photographer Forum's college photography contest finalist (2011)
- Public Relations Student Society of America, secretary 2011-2012; member 2009-2012
- "Writing & Community Development" study abroad trip in Nicaragua, 2012

TELEPHONE

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