

Morgan A. Manella

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EDUCATION

Emory University

Atlanta, GA

- Bachelor of Arts in Journalism and Media Studies. GPA: 3.89
May 2016
- Relevant Coursework: News Reporting and Writing, Journalism History and Ethics, Digital Media, Health and Science Reporting, Magazine Writing, Communication Law, Introduction to Film, Introduction to Media Studies

University College London

London, UK

- Selected to participate in the Emory University International Study Abroad Program
Fall 2014

WORK EXPERIENCE

The Wall Street Journal

New York, NY

Platform Editor

July 2018-Present

- Curate content for the WSJ mobile app, WSJ.com homepage and WSJ social media channels (Twitter, Facebook, Snapchat)
- Write and send push alerts in nine news categories (Breaking News, Featured Reads, Deals, Markets, Economy, Politics, Tech, Science and Opinion)
- Collaborate with developers/designers to create and test new templates and develop tools to improve editorial workflow
- Attend weekly planning meetings with the product, design and engineering teams to help product managers set developer priorities based on needs and resources
- Identify and troubleshoot technical bugs in the mobile app

AOL

New York, NY

Associate Programmer, Front Page Breaking News Notification Lead for AOL.com homepage

June 2016-July 2018

- Curated content across site for AOL.com's 76 million unique monthly visitors
- Optimized SEO-friendly article pages by building slideshows, commissioning videos, and promoting on social media
- Curated homepage headlines and article descriptions with a focus on high CTR
- Tracked breaking news using programs such as Dataminr for timely reporting
- Determined which news events should be sent as push notifications through AOL mobile app, then craft and send alerts
- Coordinated with the news team during breaking news events to provide live, accurate coverage on the homepage

CNN

Atlanta, GA

Health and Medical News Unit Intern

January 2016-May 2016

- Researched and conducted interviews on health topics for written and televised pieces including Zika virus, traumatic brain injuries, nutrition, and recent scientific studies from major medical journals
- Wrote 22 top stories for CNNhealth.com
- Transcribed live interviews, press conferences, and breaking news quickly and accurately

Sharecare Inc.

Atlanta, GA

Communications Intern

May 2015-September 2015

- Managed Sharecare's social media presence on Twitter, Facebook, Instagram, Google+, LinkedIn, and Pinterest
- Assisted with production of weekly radio show on RadioMD by writing scripts, inviting guests, and managing live show
- Created a marketing campaign for Sharecare's AskMD on the Apple Watch
- Pitched "Sharecare University," a program designed to encourage college students to engage with the Sharecare platform

Stuntman PR

New York, NY

Intern

June 2014-August 2014

- Wrote press releases about upcoming events for clients
- Managed and maintained in-house social media accounts
- Conducted client searches and created in-depth Excel spreadsheets

WPLG Local 10 News

Miami, FL

Intern

June 2013-August 2013

- Wrote top stories and created slideshows for the news station's website, Local10.com
- Rewrote television scripts into stories for Local10.com and edited reporters' stories for TV using AVID software.
- Accompanied reporters during live shots

HONORS AND AWARDS

- Phi Beta Kappa (2015)
- Grace Abernethy Scholarship, financial award from the Grace K.J. Abernethy Fund for excellence in journalism (2015)
- Emory University Dean's List (Spring 2013, Fall 2013, Spring 2014, Fall 2015)
- Miami Herald Silver Knight Honorable Mention in Journalism (2012)