

# GABRIELLA ALLEN

## VISUAL JOURNALIST

Washington, D.C.

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[allengabby.com](http://allengabby.com)

## EXPERIENCE

### DC News Now | Digital Producer

JULY 2023 - PRESENT • WASHINGTON, D.C.

- Established social media brand book from scratch
- Due to my leadership and direct contributions:
  - Increased followers on Instagram account by 40%
  - Increased X and Facebook engagement by 57%
  - Increased Instagram engagement by 524% (non-followers) and 35.4% (followers)
- Responsible for editing and distributing content from the daily broadcast to internal and external channels
- Clip broadcast segments for publishing across all digital and social media platforms
- Craft compelling headlines, teases, and social media posts to encourage audience engagement
- Pitch, report on and write original content relating to the D.C., Maryland and Virginia area

### The Investigative Reporting Workshop | Graphic Designer

AUG. 2022 - MAY 2023 • WASHINGTON, D.C.

- Created graphics to accompany investigative pieces using Adobe's Creative Cloud, especially InDesign, Illustrator and Photoshop; Infogram; Canva
- Designed promotional materials for the newsroom
- Produced/assisted with weekly newsletter using Mailchimp
- Edited and uploaded blog posts
- Conducted research and reached out to sources for investigative pieces

### The Online News Association | Reporter

SEPT. 2022 • LOS ANGELES, CALIF.

- Chosen to participate in the Online News Association's 2022 student newsroom (20 students total)
- Spearheaded social media team
- Created graphics for students' stories and for ONA's social media accounts and digital edition
- Launched the newsroom's first TikTok page and created content
- Produced feature, profile and breaking news stories for the conference
- Live tweeted and covered conference sessions

## EDUCATION

### American University | Undergraduate B.A.

MAY 2023 • WASHINGTON, D.C.

**Major:** Journalism (School of Communication)

**Minor:** Justice Studies (School of Public Affairs)

**Graduated Magna Cum Laude**

## SKILLS

- HTML
- CSS
- CMS Web Design
- Adobe Creative Cloud Suite
  - Especially proficient in InDesign, Illustrator, Photoshop, Premiere Pro
- Illustration
- Codepen
- Figma
- Canva
- Sked
- SocialFlow
- SEO
- Graphic Design
- Google Trends
- MailChimp
- Reporting
- Video Production and Editing
- Microsoft Office Suite
- Google Suite
- ENPS
- WordPress

## AFFILIATIONS

- Society for News Design
- American Institute of Graphic Arts
- The Online News Association

## AWARDS & HONORS

- Magna Cum Laude
- Ron Sutton Award For Visual Literacy
- The Eagle Web Designer
- The Eagle Graphic Designer
- College Media Association Apple Award for Best Newspaper
  - Honorable mentions:
    - Best Web Site
    - Best Multimedia Package
    - Best Editorial
- Scholarship to attend the Society for News Design conference
- Scholarship to work in the Online News Association Student Newsroom & Innovation Lab
- SOC Academic Recognition
- SOC Dean's List (2020-2023)