


CHRISTINA COX

MEDIA PROFESSIONAL

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Woodland Hills, CA 

EDUCATION

MASTER'S PUBLIC

RELATIONS AND

COMMUNICATIONS

Georgetown University

2018-2020

4.0 GPA

BACHELOR'S JOURNALISM

Southern Methodist University

2012-2016

KEY SKILLS

Strategic Communications

Content Development

Adobe Suite

Social Media Management

Google and Web Analytics

AWARDS

1ST PLACE NEWS STORY

California Journalism Awards,
2018

1ST PLACE PROFILE STORY

California Journalism Awards,
2017

OUTSTANDING COVERAGE OF PUBLIC EDUCATION

Association of California
School Administrators, 2018

PROFESSIONAL EXPERIENCE

STAFF WRITER

Acorn Newspapers | Moorpark, CA | 2018 – Present

- Acted as the sole reporter for the Moorpark Acorn newspaper
- Wrote more than six stories each edition about local government, education, health, business and crime, which impacted a city of approximately 30,000
- Managed the paper's two social media pages, leading to a year-over-year increase in page views, conversions, impressions and engagement
- Designed each edition of the print newspaper consisting of about 30 pages

STAFF WRITER

Santa Clarita Valley Signal | Santa Clarita, CA | 2016 – 2018

- Reported on news about the area's five K-12 school districts, two private universities and one community college
- Developed subject-matter expertise in education policy, student success rates and governing board agendas
- Researched public documents and sourced information from elected officials
- Increased engagement with readers by regularly updating the paper's social media accounts and presenting Facebook Live videos to the community
- Led the newsroom's implementation of WordPress, Slack, Google Analytics

EDITOR-IN-CHIEF

Southern Methodist University's The Daily Campus | Dallas, TX | 2013 – 2016

- Led the newsroom's transition to a digital media model focused on real-time analytics and audience engagement
- Oversaw the hiring process for the newsroom and managed a staff of more than 30 editors, reporters and photographers
- Represented undergraduate students on the independent paper's Board of Trustees, where members discussed long-term strategic planning
- Edited written copy for grammar, spelling and AP Style errors

BREAKING NEWS INTERN

The Dallas Morning News | Dallas, TX | 2015 – 2015

- Reported on breaking news in the Dallas-Fort Worth Metropolis
- Wrote over three stories daily for the publication's print and online editions

OFFICE PRODUCTION ASSISTANT

Nickelodeon | Hollywood, CA | 2013 – 2014

- Acted as the liaison between the office, stage and management departments