

RUTH SERVEN SMITH

Energetic professional with experience leading projects and people in fast-paced newsrooms. **Adaptable thinker**, comfortable shifting priorities to address unmet needs and always interested in learning about new sectors and people. **Skilled communicator**, able to leverage platforms, people and data to connect audiences and create results.

PERSONAL PROFILE

I am making the jump from a local newsroom and aim to work in a fast-paced, driven environment. I want to help consumers improve their lives, workplaces and careers. Originally from Oklahoma (the other Tornado Alley).

ACADEMIC BACKGROUND

University of Missouri

Bachelor's of Journalism | 2013 - 2017

KEY STRENGTHS

- Copy writing and editing
- Research
- Adobe Illustrator and Tableau
- Microsoft Excel, Python and SQLite
- Various interactive graphics platforms

OTHER WORK AND AWARDS

- Charlottesville Meals on Wheels volunteer
- 2019 Virginia Press Association, Second Place Education, In-depth, Health and Science Writing Awards
- 2018 Education Writers Association Fellow
- 2018 Virginia Press Association, First Place Educational Writing Award
- 2018 Missouri Press Association, First Place Education Writing
- 2017 Pulliam Fellow, The Indianapolis Star

CAREER

Copy Writer (2020)

Freelance

- Work with customers to write research-driven, engaging copy that leverages the strengths of their business
- Specialize in copy that explains the complicated worlds of health care and education.

Assistant City Editor (2019 - 2020)

The Daily Progress, Charlottesville, Virginia

- Managed a team of four reporters.
- Made daily decisions about what and who to cover, guide reporters and brainstorm ongoing coverage.
- Wrote headlines, cutlines and signed off on final print product.
- Managed social media presence and online presentation of stories, photos and graphics.

Higher Education Reporter (2017 - 2019)

The Daily Progress, Charlottesville, Virginia

- Wrote dailies, features and investigations on the impact of the University of Virginia, its hospital and a local community college.
- Used infographics and data analysis to support stories.
- Launched the newspaper's first tailored email newsletter to distribute stories to a broader audience.

OTHER EXPERIENCE

Education Reporter, Copy Editor, Graphics Editor

The Columbia Missourian, Columbia, Missouri

- Wrote higher education and breaking news stories while the University of Missouri was in the midst of protests and turnover.
- Worked on the graphics and copy desks to make my and other reporters' stories accurate, clear and engaging.

(434) 409-2908 | ruthserven@gmail.com | servenitup.com | @ruthservensmith
Birmingham, AL