

# Justine Jablonska

jjablonska@gmail.com

## SUMMARY

- Multimedia digital producer with 7+ years experience
- Strong strategic thinker
- Superb verbal, written, storytelling and editorial skills
- Exceptional project manager able to juggle multiple priorities
- Expert social media strategist with proven record
- Published editor, writer with 10+ years experience; specialize in foreign policy, politics, urban issues
- Bilingual (Polish and American English) with on-the-ground international experience. Special focus on NATO, Eastern Europe
- Fast, accurate video editor and writer under tight deadlines

## WORK

AIGA; New York, NY; 2016–present

DIGITAL STRATEGIST

### Leadership / Initiative

- Brought into AIGA to provide leadership on existing and new digital channels
- Performed in-depth analysis of existing channels; developed and implementing editorial engagement strategy designed to articulate AIGA's narrative
- Executing an innovative digital content distribution strategy that drives powerful messaging through engaging storytelling

### Daily / Weekly

- Create, write, own and execute social media program
- Work with departments and chapters across the U.S. to source content for Facebook, Twitter, Instagram, YouTube, LinkedIn
- Monitor, listen and respond to social comments
- Drive creation of social media best practice policies
- Support 70+ AIGA chapters' social media accounts with a focus on ongoing engagement

### Analytics

- Provide reports and analysis on key benchmarks
- Provide insights on content consumption with recommendations for continuous improvement

BOEING DEFENSE; Arlington, VA; 2015–2016

DIGITAL STRATEGIST

### Leadership / Initiative

- Brought into Boeing to provide leadership on digital channels
- Performed extensive audit across digital channels; made editorial, graphic and analytic recommendations; implemented those recommendations
- Substantially increased numbers, from viewers/readership and followers to engagement scores and cross-platform tracking
- Created and implemented a number of Boeing firsts: Editorial calendar; style guide; digital look-ahead document

### Daily / Weekly

- Day-to-day social media producer. Researched, wrote and posted content
- Worked with programs around the world to source content
- Platforms included Twitter, Facebook, Flickr, LinkedIn, YouTube
- Spearheaded digital initiatives for Boeing centennial year
- Consistently delivered organic reach on digital posts that outperformed paid posts
- Digital journalist: Shot, edited, produce videos and photo slideshows for Boeing.com

### Analytics

Provided data analysis of KPIs for leadership; evaluated key findings for continuous improvement

### Training

Wrote and produced four-week social media digital course for communicators; led live training courses on social media

ATLANTIC COUNCIL THINK TANK; Washington, DC; 2014

DIGITAL JOURNALIST

- Filmed, edited, produced videos in coordination with editorial team. Edited videos and posted to web and YouTube
- Drove social media outreach
- Wrote blog posts and event recaps; edited publications and posts

AQUILA POLONICA PUBLISHING; Freelance; 2013–2014

DIGITAL PRODUCER and RESEARCHER

- Used investigative journalism skills to discover archival footage
- Wrote, produced video supplements using that footage for two books on WWII
- Designed and launched social media campaigns; researched, wrote and posted content

C-SPAN; Washington, DC; 2013

CITIES TOUR VIDEO JOURNALIST / COMMUNITY RELATIONS REP

- Produced videos for American History TV
- Developed social media strategy. Launched Twitter account
- Revamped Flickr page. Photographed city visits

EMBASSY OF POLAND IN THE U.S.; Washington, DC; 2010–2013

MEDIA ADVISER and DIGITAL STRATEGIST

- Established Embassy's social media presence as one of first Polish Embassies around the world; now used as template
- Produced and delivered social media training program for Poland's Ministry of Foreign Affairs in Warsaw
- Created and managed publication of monthly newsletter
- Integrated efforts among Political, Education, Cultural and Economic Departments and Polish Consulates across U.S.
- In-house journalist; videographer; photographer

INTERNATIONAL CRISIS GROUP; Washington, DC; 2010

JOURNALISM INTERN

- Wrote, recorded, edited, produced weekly podcasts
- Developed presentations on social media training for analysts
- Drove Crisis Group's DC Twitter feed

COSMOPOLITAN REVIEW; 2010-2016

CONTRIBUTOR and ASSOCIATE EDITOR (VOLUNTEER)

- Reported, researched and wrote original pieces, including multimedia sideshows
- Digital production, layout and graphics
- Ran social media sites: Facebook and Twitter

MEDILL NEWS SERVICE; Chicago, IL and DC; 2009–2010

JOURNALIST

- Multi -platform reporter: print, web, video, photography, live-blog, social media
- Covered Chicago's inner city beat for Medill's wire service
- Covered foreign policy, national and international politics in DC for Medill's wire service
- Published in Washington Post, McClatchy, Politics Daily, UPI, Federal Times, among others

SKIDMORE, OWINGS AND MERRILL LLP; Chicago, IL; 2006–2009

EDITOR-IN-CHIEF and PROJECT MANAGER OF SOM.COM

- Wrote and edited website content, including articles
- Developed and managed editorial guidelines, calendar
- Provided a consistent tone and voice for all corporate pages

## EDUCATION

NORTHWESTERN UNIV. MEDILL SCHOOL OF JOURNALISM

Master of Science in Journalism; 2009–2010

POLISH ACADEMY OF THEATRE, TV and FILM

Łódź, Poland; 1996–1997

NORTHWESTERN UNIV. SCHOOL OF SPEECH

Bachelor of Science in Theatre; 1992–1996

## SKILLS

- Video editing: Final Cut 7, 10, Express; Avid; Adobe
- Social media aficionado with cross-platform experience
- Photography and photo editing; Photoshop and Lightroom
- Accomplished public speaker
- Outstanding time management and organizational capabilities
- Fluent in spoken and written Polish