

# ABBY IVORY- GANJA

Multimedia Journalist

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@ivoryganja

## EDUCATION

Master of Arts — 2019

Bachelor of Journalism —2018  
University of Missouri

**Honors:** Magna Cum Laude

President, ONA Mizzou

Mentor, Women in Media

Diversity Peer Educator

**Research:** Focuses on how  
newsrooms best collaborate

## SKILLS

- Basic HTML
- Search Engine Optimization
- Data: SQL, Python, Excel
- Social Analytics: Chartbeat, Parse.ly, Google Analytics
- CMS: Serif, Corepublisher, WordPress, Drupal

## OTHER RELEVANT WORK

- Transom Storytelling Workshop
- Electionland — social newsgathering and verification specialist

## EXPERIENCE

### Investigative Reporters and Editors

PODCAST REPORTER, PRODUCER | AUGUST 2017 - PRESENT

- Pitch, report, write, produce, edit and mix episodes of the IRE Radio Podcast, which reach 2,000+ subscribers
- Teach audio production to print reporters

### The Dallas Morning News

AUDIENCE TEAM INTERN | MAY - AUGUST 2018

- Create and manage social media for the Dallas Morning News across platforms including Twitter, Facebook, Instagram, Reddit
- Design and implement social media promotion plans for major projects
- Analyze data to inform coverage and promotion decisions
- Manage DallasNews.com homepage, email newsletters and push notifications
- Understand audience trends and contribute to monthly analytics reports

### KBIA

REPORTER, PRODUCER, ANCHOR, EDITOR | AUGUST 2016 - MAY 2018

- Pitch, report, write and edit stories for Columbia, Mo. NPR member station
- Pitch, research, find guests and generate web and social media content as lead produce for weekly public affairs show
- Create social media content on station's Facebook and Twitter
- Run pitch meetings, edit scripts for air and digital

### WLRN Public Media

CRISIS RESPONSE INTERN | SEPTEMBER 2017

- Use social listening tools and techniques to aid Miami audience members during Hurricane Irma
- Manage and update WLRN website, social media with live storm coverage

### Wisconsin Public Radio

NEWS INTERN | JUNE - AUGUST 2017

- Pitch, report and write stories for newscasts
- Produce weekly news and issue show