

Sonali Menon

Journalist

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Education

Bachelor of Journalism

The University of Texas at Austin, Austin, TX | August 2020 - May 2024

Coursework in Journalism Portfolio, Music Journalism, Podcast Production, Opinion Writing and Coding for Journalists.

Key Skills

- Adobe Creative Suite: Premiere Pro, Audition, Photoshop and Illustrator
- Knowledge in web development using JavaScript, HTML and CSS
- Experience in journalistic writing and copyediting in AP style
- Column writing
- News writing and research
- Website management
- Ability to work under pressure

Professional Experience

Senior Web Editor

SPARK Magazine | January 2024 - Present

- Spearheaded the development of a photo bank program within the organization which worked in collaboration with the magazine's print and photography departments which involved the compilation of unpublished photos from the magazine's print department for web articles to use instead upon request.
- Established a new content strategy and editorial calendar plan which increased the number of articles posted to the site per month by 25%.
- Oversaw a staff of 12 writers and three editors, managing their workloads and providing feedback with AP style edits to ensure high-quality content.
- Conducted regular keyword research and SEO audits to optimize website performance and improve search engine rankings.
- Collaborated with marketing and design teams to create captivating visuals and multimedia content for the website in coordination with writer due dates.
- Monitored website analytics and user feedback to identify trends and make data-driven decisions to enhance user experience.

Podcast Producer

The Drag Audio | January 2023 - May 2023

- Conceptualized, researched, and produced engaging and high-quality podcast episode covering the legacy of the Dallas Cowboys Cheerleaders from ideation to final product.
- Recorded and edited sound clips in a professional studio using Adobe Audition and a Røde audio interface.
- Assembled the final episode in Adobe Audition and created a seamless, engaging podcast through sound editing, audio clipping, music utilization and natural sounds.
- Established and maintained relationships with industry professionals in NFL cheer and experts in sports reporting to secure compelling guest interviews.
- Utilized audio editing software to enhance audio quality, mix sound elements, and add music and sound effects for a polished final product.

Associate Web Editor

SPARK Magazine | January 2022 - December 2023

- Aided in the development of a new website with an improved, more easily navigable website with an enhanced SEO tagging system which resulted in a 35% increase in site traffic and a 13% decrease in bounce rate on story pages.
- Responsible for posting new articles on the magazine's website twice a week.
- Monitored web analytics to track audience engagement and performance metrics, making data-driven recommendations for content optimization which was then presented to our 12-writer staff through slide decks consisting of site traffic data, SEO mindful content pitch lists, writing strategy guides and staff reminders presented at weekly staff meetings.
- Lead a team of writers and assisted them with developing pitched and producing content in a timely manner alongside editing their work both for content and AP style.

General News Reporter

The Daily Texan | August 2021 - May 2022

- Cooperated with the news desk team to produce one weekly news story related to the UT Austin/Austin Metropolitan area in AP style.
- Pursued and developed stories independently and pitched news stories to be assigned to other reporters covering a wide range of topics including politics, scientific research and community outreach.
- Conducted thorough research to uncover leads, gather information, and verify facts for news stories.
- Interviewed sources such as government officials, experts, scientific researchers and members of the Austin community to obtain firsthand accounts and insights.
- Collaborated with photographers, editors, and other team members to enhance story coverage and presentation.

Web Writer

SPARK Magazine | January 2021 - December 2021

- Specialized in writing articles related to life and pop culture.
- Worked with an editor to polish each article and edit for AP style.
- Collaborated with graphic designers to produce imagery for each story and worked with them to create visual themes, due dates and edits on any artwork.