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chloereynoldsportfolio.com

New York

CHLOE REYNOLDS

Audience editor

EDUCATION

Master of Journalism
UC Berkeley
2019-2021

Bachelor of Literature
UC Santa Cruz
2015 - 2019

EXPERTISE

Social Design

Adobe Creative Suite

Video Editing

SEO

Google Analytics

Meta Business Suite

Content strategy

LANGUAGE

English

Spanish

Japanese

ABOUT ME

I am an audience editor dedicated to delivering news in unconventional ways, specializing in video and social-friendly design. You can find my work splashed across Instagram, Youtube, TikTok, Facebook and Twitter.

WORK EXPERIENCE

Jan 2023- Present
Axios

Video and Visuals, Audience

I developed the Axios vertical-video strategy from scratch, emphasizing analytics and audience response. I now get Axios Subject Matter Experts on camera for vertical video. I also package web stories for social platforms, optimize SEO, and lead data interactive projects for enhanced engagement.

2021 - 2022
The New York Times

Graphics & Data Journalist

I tracked COVID-19 outbreaks in prisons and college campuses, monitored vaccine rollout at state and employment levels for Pulitzer Prize-winning pandemic coverage. I also updated the global case tracker and contributed to major reporting projects.

2020-2023
Freelance

Animator and Motion Graphics Designer

I partnered with several large newsrooms as a consultant for their vertical video content strategy, where I wrote 60-second scripts, created original illustrations, recorded audio, and animated using Adobe After Effects on a bi-weekly basis.

2022-2023
UC Berkeley and Laney College

Lecturer

I have taught numerous multimedia classes, guiding students in video editing using Adobe Creative Cloud. I design custom assignments to help students build portfolios and fulfill video components for their master's theses.