

JENN RUBIN
e-mail: jenn.h.rubin@gmail.com

Multimedia content producer and reporter skilled at Web design, social networking, video editing, and TV newsroom management

PROFESSIONAL EXPERIENCE

PYMNTS.COM – the top news site covering payments innovation Boston, MA
Managing Editor and Site Producer 2011 - Present
Content Coordinator 2010- 2011

- Manage content production and editorial calendar for PYMNTS.com, a joint venture between Market Platform Dynamics and Business Wire, a Berkshire Hathaway company
- Since becoming Managing Editor, page views have increased 77% and new site visits 57%
- Conduct on-camera and audio interviews with executives from organizations, including Google, Microsoft, MasterCard, United Airlines, the NHL, and other major companies
- Promote site content through LinkedIn, Twitter, Facebook, and other social media channels
- Research, write, design, and edit all content and graphics for daily eNewsletter, as well as for breaking news alerts and special holiday edition e-mails
- Pen news briefs on developments involving debit, credit, and prepaid cards, as well as financial regulation, compliance, mobile payments, eCommerce, and additional payments-related topics

WHDH-TV – Boston’s NBC affiliate Boston, MA
Cyber Journalist 2006 - 2007; 2009 - 2010

- Wrote, edited, and packaged breaking news stories and other content for the station’s site, WHDH.com, and its corresponding social networking pages
- Prepared daily reports for news producers on site statistics using Google Analytics
- Fostered collaboration between online and broadcast news departments
- Supervised and trained part-time cyber journalists and interns
- Encoded, uploaded, and formatted video from broadcasts using WorldNow and Avid

COURTLAND BROOKS – social networking consultancy Los Angeles, CA
PR Manager 2009 - 2010

- Wrote posts for Social Networking Watch (SNW) and Online Personals Watch (OPW) – top resources for business news about social networking and Internet dating, respectively
- Developed press releases for clients, including PlentyofFish, one of the country’s most trafficked online dating sites
- Interviewed social networking and Internet dating executives for both SNW and OPW

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- Helped plan, recruit speakers, manage websites, and organize press coverage for the Social Networking Conference and the Internet Dating Conference

CITYSEARCH.COM

Los Angeles, CA and Boston, MA

Freelance Correspondent and Editorial Content Intern

2008 - 2009

- Wrote restaurant, hotel, and event previews
- Maintained the company's dining and nightlife databases

BOSTON.COM – the website for the Boston Globe

Boston, MA

Content Intern for Arts & Entertainment, Travel, and Your Life sections

2004 - 2006

- Covered entertainment and political functions around the Boston area
 - Created content packages, including “The Boston Gym Guide” and “Trips on a Tank (of Gas)”
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VOLUNTEERING

The Red Sox Foundation and Boston Bruins Foundation, Boston, MA

2011- Present

- Fundraise during baseball games at Fenway Park and hockey games at TD Garden
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EDUCATION

MASTER OF ARTS – ONLINE JOURNALISM

University of Southern California Annenberg School for Communication & Journalism

Los Angeles, CA

May 2009

BACHELOR OF ARTS – ART HISTORY

Brandeis University

Waltham, MA

May 2006

TECHNICAL SKILLS

SOFTWARE: Microsoft Office and Adobe applications, Avid, Final Cut Pro, iNews, FileMaker, Constant Contact, and HomeSite

OTHER: HTML, JavaScript, Flash, SEO, working within content management systems, and using a tape library

WORK SAMPLES

Content Package: [MasterCard CEO, Top Execs Review Strategy & Preview Latest Innovations](#) (PYMNTS.com)

On-Camera Interview: [One-on-One with the Head of the Merchant Risk Council](#) (PYMNTS.com)

Online Journalism Master's Thesis: [Anything for Love: Out-of-the-Box-Approaches to Dating](#) (USC)