

Ethan Nelson

Chicago, IL

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Work samples: EthanNelson.github.io

Professional Summary

Curious communicator with experience in daily breaking news reporting and journalism for national and regional news organizations. Concise writer adept at contextualizing news and making news accessible. Writer able to work in teams or independently to turn around content quickly.

Experience

TMP Worldwide – Chicago, IL

September 2018 – Present

Metrics Analyst

- Design dashboards detailing campaign performance with Tableau, Excel, and Microsoft Access
- Develop recommendations to optimize campaigns using campaign statistics
- Work with data science team to QA and analyze metrics

Haworth Marketing and Media – Minneapolis, MN

September 2017 – September 2018

Assistant Analyst, Digital Investment

- Use a combination of Tableau visualizations and Excel to glean information from large datasets
- Use Nielsen, comScore, and Kantar tools to develop media plans.

Star Tribune – Minneapolis, MN

January 2017 – May 2017

Student Intern - Data Reporter

- Helped reporters understand data analysis, tools and trends
- Assisted newsroom in collecting, analyzing data to guide stories and projects
- Used SQL, Excel, Python to clean and organize large databases
- Independently produced smaller stories for a weekly “Data Drop” series
- Collaborated with design team to produce compelling interactive graphics

Minnesota Daily – Minneapolis, MN

February 2014 – May 2017

Data Reporter/Web Editor

- Produced interactive graphics for short web-first stories
- Performed data analysis with Python and SQL
- Wrote and posted stories for the Daily’s website and edited copy for web
- Managed and edited stories for a desk of six reporters

APM Reports – Saint Paul, MN

September 2016 – December 2016

Data Intern

- Assisted investigative reporters in data collection, data shaping, and interpretation
- Negotiated with law enforcement agencies across the country to acquire data

The Forum of Fargo-Moorhead – Fargo, ND

May 2016 – August 2016

Reporter Intern

- Wrote 3 to 4 news stories a week in addition to public safety briefs
- Pitched and wrote several longer form projects

Education

University of Minnesota – Minneapolis, MN

September 2013 – May 2017

Bachelor of Arts in Journalism | Dean’s List

Skills

Tools: Microsoft Office (Excel, Word, Access, Powerpoint), Google Analytics (Certified), Hootsuite, MySQL Workbench, SQLite, Carto, QGIS, Datawrapper, High Charts, Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Programming Languages: Javascript (d3.js), Python

Languages: French (proficient)