



MELISSA JO WELLS

CONTACT

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- 🌐 melissajowells.com

SKILLS

- Fluent in Spanish
- AP Style & Copy Editing
- Microsoft Office Suite & Google Suite
- Collaboration Software Tools: Slack, Discord, Trello, Asana
- LinkedIn, X, Instagram, Snapchat, YouTube, TikTok, Pinterest, Reddit
- Digital Audio/Video Production: Final Cut Pro, Adobe Premiere & Adobe Audition
- Content Management Systems: Squarespace & WordPress
- Search Engine Optimization & Audience Analytics: Chartbeat & Google Analytics
- Project Management, Research, Fact-Checking
- Deadline Management & Reliability

VOLUNTEER

BOYS & GIRLS CLUB OF REDLANDS-RIVERSIDE

OCT. 2022 — PRESENT

- Support staff at annual fundraising events
- Assist with creating visual aids for events

EXPERIENCE

BUSINESS INSIDER

📍 REMOTE

EDITORIAL PARTNERSHIPS FELLOW

JULY 2023 — JAN. 2024

- Pitched and curated editorial packages of six to seven stories per week
- Explored topics in lifestyle, travel, retail, health, real estate, news and more
- Built general-interest articles and slideshows in the custom CMS for publication
- Oversaw and maintained editorial partnerships with Microsoft, Yahoo, Apple, Samsung's Upday, SmartNews, Flipboard and Newsbreak
- Relayed successful headlines and verticals to editors
- Measured and analyzed SEO performance across all platforms
- Emulated Insider's voice and style with fair and inclusive storytelling

BLAVITY MEDIA

📍 REMOTE

BLAVITY U NEWS WRITER, CONTRACT

APRIL 2023 — JULY 2023

- Wrote up to four stories per shift for 150 total stories over three months
- Researched relevant Gen Z news across multiple sources
- Monitored viral social media trends for topical coverage
- Covered news, beauty, entertainment, music, culture and more
- Curated questions to interview subjects
- Proposed original long-form content ideas

NBC & MSNBC NEWS SPECIALS

📍 NEW YORK, NY

INTERNSHIP

JULY 2019 — DEC. 2019

- Assisted with Special Reports
- Searched for timely topics suitable for upcoming Special Reports
- Aided production needs in the control room during Special Reports
- Contacted political campaigns regarding material needed for editorial use
- Supported the Specials team with logistical needs and oversaw runners for the MSNBC Democratic debate in Atlanta, GA
- Updated the weekly internal communication with pertinent information for TODAY, Nightly News, Meet the Press, Standards, Legal, Public Relations and Rights and Clearances

EDUCATION

NORTHEASTERN UNIVERSITY

📍 BOSTON, MA

BACHELOR OF ARTS IN JOURNALISM

📅 AUG. 2022

MINORS: CRIMINAL JUSTICE & MEDIA PRODUCTION