

# NEAL SIMPSON

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## SUMMARY OF QUALIFICATIONS

Award-winning reporter and editor seeking to leverage skills honed over a 15-year journalism career to help mission-driven organizations tell their stories better. As a reporter, I was known for distilling complicated issues into concise and absorbing narratives. As an editor, I succeeded in increasing web traffic by using real-time web analytics to inform editorial decision-making. I'm passionate, empathetic, tireless and eager to learn.

## EXPERIENCE

**Content and Communications Specialist (Contract)** | REI | Seattle, WA | March 2020 - April 2020

- Crafted employee-centered messaging aligned with company values about REI's response to industry-altering challenges posed by the global pandemic. Helped increase intranet traffic by 150%.

**News Editor** | The Patriot Ledger (Gannett) | Quincy, MA | May 2019 - January 2020

- Led a team of reporters, photographers and copy editors in the planning, development and creation of news content for a daily print newspaper and affiliated web and social media platforms. Assigned and edited stories, coordinated photography and oversaw social media and website management for both long and short-term content projects, often making key decisions amid looming deadlines, breaking news and shifting priorities. Directly oversaw five staff reporters and two paid interns.
- Increased quarterly page views by nearly 18% year-over-year by questioning long-held practices and innovating new content in response to real-time web analytics.

**General Assignment Reporter** | The Patriot Ledger (Gannett) | Quincy, MA | May 2011 - May 2019

- Researched and wrote thousands of feature, breaking-news, enterprise and investigative stories on topics ranging from politics and municipal planning to crime and public health, earning more than a dozen regional journalism awards. Assembled web features and produced video to enhance web content. Used Twitter and Facebook to research and promote stories.

**Local Editor** | Patch.com (AOL) | Brookline, MA | April 2010 - May 2011

- Launched and maintained a new local news website that drew more than 10,000 monthly unique visitors within three months by featuring content tailored to local readership. Managed a team of nearly two dozen freelance writers, photographers, columnists and part-time editors to maximize news coverage, produce diverse lifestyle content and maintain exhaustive event listings. Wrote or assigned more than 30 pieces of content each week.

**Editor, Reporter** | Brookline TAB (Gannett) | Needham, MA | May 2007 - April 2010

- Wrote and reported hundreds of stories for digital and online audiences. Fostered an engaged blog following through witty, conversational posts and breaking news updates.

## EDUCATION

**Boston University College of Communication**

- Bachelor of Science in Journalism; Liberal Arts Minor in Spanish

Graduation: May 2007

**University of Washington Professional & Continuing Education**

- Certificate in Nonprofit Management

Expected completion: June 2021

## HARD SKILLS

Writing, editing, research, storytelling, content management, web and social analytics, photography, photo editing, search engine optimization, blogging. Technical proficiency in Microsoft Office, Google G Suite, WordPress, Facebook, Twitter, Instagram, YouTube, and a variety of content management, editing and analysis tools

## SOFT SKILLS

Decision-making, multi-tasking, passion, empathy, ability to work independently and collaboratively

## AWARDS

- **Master Reporter, Daily Newspapers, 2019** – Awarded by the New England Society of News Editors to “journalists in New England who are so expert and accomplished that they have truly ‘mastered’ their craft.”
- **Best Watchdog Reporting, 2019** – Awarded by the New England Society of News Editors for a [two-part series](#) looking at the rise of suicide deaths in Massachusetts and the stigma that continues to shroud them in silence.
- **Publick Occurrences Award, 2018** – Awarded by the New England Newspaper & Press Association for a [two-part series](#) exploring the impact of new flight-navigation software on communities living under increasingly narrow flight paths.
- **Reporter of the Year, Daily Newspapers, 2017** – Top journalism prize awarded by the New England Newspaper & Press Association at its annual Better Newspaper Competition, which recognizes the work of newspaper professionals across a six-state region.
- **First Place, Better Newspaper Competition** – Five awards from the New England Newspaper & Press Association received in 2017 through 2019 for best transportation reporting, environmental reporting and social issues feature stories.
- **Second and Third Place, Better Newspaper Competition** – Six awards, some shared with colleagues, dating back to 2008 for best history reporting, crime and courts reporting, business/economic reporting, transportation reporting, social issues feature stories and spot news story.