

Jessica J. Roy

Service journalism, personal finance reporting, audience engagement

Los Angeles, California

jessicajroy.com

EXPERIENCE

San Francisco Chronicle — *Personal finance columnist*

July 2024 - Present

I write about personal finance and utility ("news you can use"). Topics I cover include banking, investing, budgeting, financial literacy, wealth-building, scams, identity theft, fraud, insurance, mortgage rates, tariffs, ADUs, the Federal Reserve, how to cook and shop for groceries when everything costs a zillion dollars and lots more fun stuff.

Los Angeles Times — 2015-2024

Assistant editor, West Coast Experiences — July 2023 - July 2024

I wrote and edited on the West Coast Experiences team at the Los Angeles Times, working on stories about things to do, see and try in Southern California.

Assistant editor, Utility journalism — September 2020 - July 2023

I was a founding member of the Utility journalism team, which did service journalism for a Southern California audience. We responded to breaking news with service angles and wrote long-term reported projects. I was the team's go-to person for SEO and headline writing.

Audience engagement editor — March 2015 - September 2020

I worked for five years on the audience engagement team, strategizing and creating content for Facebook, Twitter, Instagram and other platforms. I also wrote about internet culture and breaking news.

Other writing, editing and audience work

- Entertainment Tonight Online, weekend editor
- TVGuide.com, breaking news reporter
- Fusion, reporter and social media editor
- Current TV, associate editor

EDUCATION Bachelor's degree from UCLA

SKILLS

Reporting and editing

Audience engagement

Coverage and headline strategy

Content data reporting and analysis

SEO and Google Trends

AWARDS

Pulitzer Prize for Breaking

News Part of the team that won the Pulitzer for Breaking News in 2016 for coverage of the San Bernardino shooting

Los Angeles Area Emmy

Awards Part of the team that won an Emmy for "L.A. Times Today"

L.A. Press Club Awards Won

"Best use of social media to enhance and/or cover a story" for coverage of Kobe Bryant's death

Finalist in Lifestyle Feature for "Your friend is throwing a part during a pandemic. How do you say no?"

Best of the West Won for breaking news reporting for Kobe Bryant's death