

Karoline Leonard

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WORK EXPERIENCE

BusinessDen via Dow Jones News Fund, *Business reporting intern (May-August 2024)*:

- Pitched and wrote stories on commercial developments, real estate and litigation.
- Broke news about new restaurants and prominent building sales.

Tulsa World, *News intern (May-August 2023)*:

- Wrote a six-story project on the rising rates of missing and murdered Indigenous people.
- Produced over 40 stories in 10 weeks on topics like reparations for Tulsa Race Massacre victims, annual bike races, severe weather, Moms for Liberty meetings, film and television business, freedom of information laws and drag queens.

OU Daily, University of Oklahoma

Editor-in-chief (August 2023-May 2024):

- Introduced source diversity tracking.
- Successfully wrote and received a grant to improve community trust through training, readership surveys, listening sessions, fundraising and audience engagement.
- Developed and oversaw production of eight print publications in nine months, totalling 200 pages of content.
- Wrote, edited and scheduled news and sports newsletters to nearly 20,000 subscribers.
- Investigated hostile workplace claims and broke news on a months-long dean search.
- Broke news and follow the story of Norman's proposed \$1.2 billion entertainment district.
- Developed a new audience engagement strategy, leading the Daily to have the highest engagement rates out of all college media on Parsely in the 2023-24 school year.
- Altered digital presentation of monthly print publications.

Assistant news managing editor (August 2022-May 2023):

- Led coverage of a swatting event, garnering the largest digital audience in Daily history.
- Investigated the death of a well-known Norman woman in jail.
- Wrote, editing, called and scheduled coverage of midterm elections and all news desk content.

News managing editor (May-August 2022):

- Led coverage on overturning of Roe v. Wade, including in a fall magazine dedicated to the issue.
- Broke news of a protective order OU regents filed against a journalist.
- Led coverage of primaries, wrote on 50th anniversary of Title IX and impacts on OU.

EDUCATION

University of Oklahoma | Bachelor's in journalism | May 2024

SKILLS

Content management: SEO, HTML/CSS, WordPress, Townnews BLOXCMS, Buffer, Google Analytics, Parsley
Multimedia: Adobe InDesign, Adobe Lightroom, Adobe Premiere Pro, Final Cut Pro,

Data: Microsoft Excel, Google Sheets, Flourish, Datawrapper
Editing: AP Style, headline writing, social media writing, reporter development, management and scheduling