

YATI SANGHVI

JOURNALIST – DIGITAL MEDIA STRATEGIST

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EDUCATION

Rutgers University | Master of Communication and Media

September 2021 – December 2023

Specialization: Digital Media

Rutgers University | Bachelor of Arts, *summa cum laude*

September 2018 – May 2022

Major: Journalism and Media Studies; Minors: Political Science, Music

EXPERIENCE

The Wall Street Journal | Social Media Editor

May 2022 — May 2024

- Wrote and presented long-term social media strategies based on data analytics
- Effectively pivoted and adapted to changing online platforms and algorithms
- Created optimized workflows to improve overall team efficiency
- Attended newsroom meetings to coordinate with senior editors and executives
- Helped launch a TikTok page by scripting, filming, and starring in videos
- Independently handled social media feeds and breaking news coverage on weekends

The Wall Street Journal | Digital Platform Intern

February 2022 – May 2022

- Organized post queues for priority social media platforms
- Wrote accurate, resonant, and easily digestible social media copy
- Edited app and homepage layouts in real-time following developing news

Business Insider | Web Distribution Fellow

June 2021 – December 2021

- Managed article and video uploads daily across various social platforms
- Created optimal share copy and graphics for priority social media platforms
- Sent mobile push alerts to app users and subscribers

Nova Distributors | Marketing Coordinator

June 2018 – June 2021

- Managed photography, text, and design for company website and sales catalogs
- Aided administrative and sales teams in external B2B communications
- Established social media pages for the brand

SKILLS

- Social media management
- News judgement
- Internal and external communication
- Workflow optimization
- Copywriting and editing
- Google Suite, Microsoft Office
- WordPress CMS
- Adobe Photoshop, InDesign, Premier Pro
- SocialFlow, CrowdTangle, Parse.ly
- Languages: Hindi, Spanish, Korean