

# 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