

Jon Reed

Writer & Editor | Columbus, Ohio

Expertise

- Experienced writer and editor in news, feature and service journalism.
- Skilled at applying a reader-focused service journalism angle to news and trend coverage.
- Coverage experience includes energy, economics, health and government policy.

Experience

Red Ventures

Editor, CNET

March 2023 – Present

- Strategize, develop, assign, edit and write content around home energy topics for new CNET Energy vertical, with particular focus on consumer advice regarding solar panels.
- Edit news and advice articles for accuracy, clarity and intent. Upload articles and accompanying images into CMS.
- Manage, develop and edit one staff writer and a team of freelance writers.
- Work with other editors, writers and SEO analysts to develop content strategies and plans aimed at identifying and meeting audience demand. Monitor and target search, news aggregators and other avenues of driving traffic.
- Update articles for accuracy and SEO purposes.
- From January – March 2022, wrote and edited solar-related content for CNET.

Editor, NextAdvisor

January 2022 – December 2022

- Worked as a writer and editor for NextAdvisor, a personal finance publication operating on TIME.com as a partnership between TIME and Red Ventures.
- Wrote, edited and developed news and advice content around personal finance topics, particularly surrounding the housing markets, mortgages and home equity lending.
- Wrote weekly NextMove newsletter on housing topics, developing a newsletter experience around a personable editorial voice. Grew newsletter from 3,000 to roughly 10,000 subscribers in six months.
- Played key role in developing NextAdvisor's content strategies around Federal Reserve meetings, which drove significant traffic and revenue gains during major news events.
- Managed one staff writer, mentored interns and oversaw a team of freelance writers.
- Worked closely with SEO, design and product teams.
- Regularly interviewed subject matter experts and consumers for news and advice articles.
- Wrote, edited and updated articles and input them into CMS.

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Gongwer News Service, Columbus Ohio

Staff Writer

November 2015 – January 2022

- Covered health, human services and fiscal policy for a daily online subscription service providing in-depth news of Ohio's state government and legislature.
- Developed stories and broke news by developing relationships with stakeholders including elected officials and by obtaining and analyzing government documents.
- Led coverage of state operating budgets, including quick analysis of significant policy changes.
- Covered health topics including behavioral health, the opiate crisis, COVID-19, pharmacy supply chains, workers' compensation, long-term care, medical marijuana and insurance.

Alabama Media Group, Birmingham, Alabama

Staff Writer

March 2013 – November 2015

- Wrote stories and produced multimedia content for the AL.com website and newspapers *The Birmingham News*, *Mobile Press-Register* and *The Huntsville Times*.
- Wrote stories on crime, natural disasters, environmental issues, technology and agriculture.
- Used analytics to produce journalism aimed at driving the attention of an online, worldwide audience while also promoting the public interest of readers in Alabama.
- With seven others, won 2014 Alabama Associated Press Media Editors Award in Deadline Reporting for coverage of a deadly UPS plane crash.

The Augusta Chronicle, Augusta, Georgia

Copy Editor

May 2012 – March 2013

- Edited news and sports copy, laid out newspaper pages and worked with a Drupal-based content management system for posting stories online.

Education

The University of Alabama, Tuscaloosa, Alabama

Bachelor of Arts in Journalism, Political Science

2008 – 2012

- Two years of managing editor of *The Crimson White* student newspaper.
- Oversaw award-winning coverage of 2011 tornado.
- Produced a [short documentary film](#) on a community affected by coal mining.

Skills

- Research, reporting, writing and editing
- Word processing, workflow, CMS systems
- SEO best practices and analysis
- Photo and video shooting and editing
- Analytics software (Chartbeat, Google Analytics, Looker, etc.)
- Management of editorial teams
- Management of freelancers