

Megan Poinski

(301) 401-5880

meganpoinski@gmail.com

Summary:

Business intelligence analyst, journalist, editor and web professional with 15 years of experience. Excellent writing, reporting, editing and web content management skills. Tableau Desktop 9 Qualified Associate. Experience managing people and projects. Detail oriented, deadline driven, hard working.

Experience:

DSK Solutions, McLean, Va.

Business intelligence analyst, January 2016-April 2016

- Worked with association clients to analyze data in internal systems and website analytics.
- Used Tableau to design and build data visualizations.
- Developed and conducted training courses for clients in analysis and Tableau software.

The Washington Post, Washington, D.C.

Regional homepage editor, January 2013-December 2015

- Curated one of the nation's highest-trafficked homepages to show users important and interesting content.
- Was part of the team that increased traffic by more than 50 percent in a year and made washingtonpost.com the top U.S. newspaper media website.
- Utilized headlines, blurbs and pictures to increase user engagement.
- Changed page design, content and appearance based on up-to-the-minute analytics.
- Sent e-mail, text and social media alerts for breaking news.

The Washington Times, Washington, D.C.

Deputy metro editor, April 2012-December 2012

- Supervised five reporters who covered local news.
- Sharpened and improved stories by editing.
- Ran social media accounts.

MarylandReporter.com, Columbia, Md.

Associate editor, July 2010-April 2012

- Reported and edited stories about Maryland state government, focusing on the legislature.
- Increased traffic 300 percent by redesigning website based on UX testing.
- Prepared and sent daily newsletter to more than 5,000 subscribers.

The Virgin Islands Daily News, St. Thomas, VI

Reporter, September 2003-August 2009

- Reported about state-level and federal government, politics and policy.
- Investigated government corruption, fraud and deception.
- Won several national reporting awards.

Education:

University of Maryland, College Park, MD

Master of information management, May 2011

Coursework included:

- Information architecture
- Social media
- HTML/CSS and PHP/MySQL
- Usability testing

George Washington University, Washington, D.C.

Bachelor of arts in journalism, May 2001