

Kristine Villanueva

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Summary: Seasoned editor rooted in community engagement and collaborations. Fluent in social media, digital and offline strategies.

Freelance + Contract, Philadelphia, PA, 2023 - 2024

- **Immigration oral history workshops, Philadelphia Public Library**
 - Collaborate with library to build four-part community workshop series documenting Filipino immigration history
 - Co-curate gallery opening featuring primary documents and photographs from participants
 - Templatize workshops for select neighborhood branches.
- **Consultant, News Ambassadors Program, Solutions Journalism Network**
 - Guidance on building nation-wide partnerships between local radio stations and community members
 - Provide feedback on written handbook detailing best practices for engagement, metrics, and strategy for participating newsrooms
 - One-on-one brainstorming when needed
- **Adjunct faculty, Craig Newmark Graduate School of Journalism at CUNY**
 - Advising students on best approach for engagement
 - Adapting curriculum to teach application of engagement strategies while emphasizing design thinking and new technologies
 - Ensure students' practical application of theory and practice
- **Audience editor, ProPublica**
 - Social, hed, dek copy for assigned stories
 - Collaborate with beat editors for social storytelling and angling

Director of Community News and Information Access Resolve Philly, Philadelphia, PA, 2023

- Editorial head of Germantown Info Hub managing editorial and community engagement strategy
- Structure and implementation of grass-roots city-wide newswire service
- Strategy for SMS-based projects, social media content, and digital newsletters
- Maintain and organize editorial workflow across newsroom projects, products, community and newsroom partners
- Incorporate cohort of grassroots community reporters for journalism projects into various initiatives across the organization and with newsroom partners

Project Editor, Equally Informed Resolve Philly, Philadelphia, PA, 2021 - 2023

- Revamped editorial strategy and workflow for English and Spanish SMS text line
 - Community outreach and text line promotion through social media and partnerships, in-person events and listening tours
 - Identified and pitched stories from Info Hub Captain feedback and text line to newsroom partners, and sent resources back to subscribers
 - Metrics strategy to assess impact and inform editorial decision-making
 - Launched SMS newsletter for people affected by gun violence in the city
- Launched grassroots community reporting network
 - Developed journalism trainings, program pilot for Community College of Philadelphia, and the Journalism and Design program at the New School
- Revamped community-led print newsletter and distribution strategy through newsroom and community partnerships

Additional Skills

Tagalog language (Filipino)
Metrics and analytics
Public speaking
Team-building and mentorship
Basic data skills

Awards and Recognition

6ABC AAPI Visions award, 2023

Top 10 collaborative projects
Center for Collaborative Media,
Hidden Epidemics: the Mounting
Mental Health Toll of Disasters,
Center for Public Integrity, 2020

DuPont award, The Heist
podcast, Center for Public
Integrity, 2020

Additional experience

Co-Chair, Society for Environmental
Journalists Conference, 2024

Vice President and National Board
Representative AAJA Philadelphia
Chapter
2021 - 2023

Adjunct professor, Craig
Newmark Graduate School of
Journalism at CUNY
2020 - 2024

INN Emerging Leadership
Fellow 2021

Poynter Power Up:
Leadership for Hard Times
Workshop, 2020

Education

M.A. social journalism, CUNY
Graduate School of
Journalism, 2017

B.A. in journalism with minor
in English literature, Rutgers
University, Newark, 2015

Audience Engagement Editor, Center for Public Integrity, Washington, D.C. 2019 - 2021

- Managed large-scale investigative projects, crowdsourced reporting and community engagement plans
- Investigating the rise of Anti-Asian hate, cited by Congress
- Digital strategy for FOIA suit for Trump impeachment Ukraine documents
- Implemented metrics strategy, website revamp
- Developed social media plans with partner newsrooms
- Revamped newsletter by establishing editorial voice and optimizing distribution strategy Led newsroom in reorganizing editorial workflow to include engagement-first stories.

Inaugural Audience Engagement Fellow POLITICO, Arlington, VA, 2018 - 2019

- Launched crowdsourced investigation on medical marijuana use and policy with healthcare team Managed social media accounts during breaking and major news events, social plans for lawyered stories, and POLITICO magazine features.
- Created visuals, clipped and captioned live videos
 - Key events: President Trump's first State of the Union address, Michael Cohen trial, Trump's El Paso rally
- Identified and flagged reporting opportunities via social
- Led social media verification training for engagement team

Moderator/Reporter Spaceship Media, Remote, 2018

- Moderated closed national Facebook group for women across the political spectrum to discuss news and politics
- Implemented metrics strategy to measure user participation and progress of Facebook group
- Identified potential story ideas and reported them for the group and local media partners Crafted videos and visuals for social media
- Wrote weekly and monthly newsletter

Intern Reporter, Storyful, New York, NY, 2017 - 2018

- Uncovered user-generated content on social media for breaking news events
- Verified social media content for news distribution to local and national news partners Analyzed metrics to inform coverage of US news across all newsrooms
- Assisted in coverage of the Middle East

Media and Communications Associate, New Jersey Institute for Social Justice, Newark, NJ, 2016

- Collaborated with legal team to develop detailed strategic communications plans to advance legal agenda
- Drafted press releases and op-eds for local and national publications
- Developed and implemented long-term social media growth plans
- Researched, drafted and designed 30-page community resource guide for Newark, NJ