

Sonda Koo

Journalism

Details

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1234 Main St, Baltimore, MD 21202

Profile

Detail-oriented journalist with one year of experience in crafting compelling and engaging content for print and digital platforms. Adept at conducting thorough research, interviewing diverse sources, and adhering to tight deadlines. Demonstrated ability to identify and pursue newsworthy stories while maintaining high ethical standards and journalistic integrity. Proven skills in collaboration and adapting to fast-paced environments. Seeking opportunities to contribute to innovative and reputable media organizations.

Employment History

Editor-in-Chief at The Baltimore Sun, MD

Mar 2023 - Present

- Successfully increased digital subscriptions by 25% within two years, through the implementation of innovative marketing strategies and by enhancing online content quality and user experience.
- Led a team of 50 journalists and editors to produce award-winning investigative journalism, resulting in The Baltimore Sun winning three prestigious awards, including the Pulitzer Prize for Local Reporting in 2020.
- Spearheaded the expansion of The Baltimore Sun's local news coverage, leading to a 15% increase in daily readership and an 8% rise in print circulation within 18 months, solidifying the newspaper's position as a leading source of news in Maryland.

Staff Writer at Capital Gazette, MD

Sep 2022 - Feb 2023

- Authored a series of investigative articles that exposed corruption within a local government agency, resulting in the dismissal of three high-ranking officials and a 25% decrease in reported cases of malfeasance.
- Spearheaded the coverage of a high-profile criminal trial, producing daily articles and live-tweets that attracted a 40% increase in online readership and led to the newspaper receiving the 2018 Maryland-Delaware-DC Press Association Award for Excellence in Journalism.
- Developed and launched a new weekly column focused on highlighting local community heroes, which garnered an average of 15,000 unique page views per article and contributed to a 10% boost in overall subscription rates.

Education

Bachelor of Arts in Journalism at University of Maryland, College Park, MD

Aug 2018 - May 2022