Alana Pipe

Graphics Editor at the Wall Street Journal

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Work Experience

Graphics Editor, Wall Street Journal

January 2023 - present

Attend coverage chief meetings and identify graphics opportunities for the top stories of the day. Work closely with reporters and coverage chiefs on visual assignments. Determine the best visual format to tell stories based on the available data and the deadline. Report, research, and create graphics on a range of topics, with a speciality for data visualization in business and finance pieces. Build out graphics for a range of screen sizes and device types. Work quickly and efficiently in a fast-paced newsroom environment.

Adjunct Instructor, CUNY Graduate School of Journalism

Fundamentals of Data Journalism August 2020 - present

Occurring annually, the introductory course entails teaching graduate students the basics of HTML, CSS, beginner and intermediate skills in Excel, how to find, clean and analyze data for use in journalistic work, how to build interactive charts and maps using charting software, and how to embed data visualizations on a live webpage.

Data Visualization Lead and Researcher, Ignites, Money-Media February 2022 - January 2023

Pitched research ideas on the mutual fund industry, crafted research surveys and analyzed research results. Devised engaging ways to visualize our research. Served as editorial liaison to the Money-Media technology team. Worked with reporters across Money-Media to ensure adoption and proper use of the company's CMS.

Data Reporter, FundFire and Agenda, Money-Media

September 2018 - February 2022

Obtained data sets for stories on the asset management and corporate governance beats, analyzed data for significance to FundFire and Agenda readership, pitched data stories to editors on a constant basis. Visualized relevant data sets using HTML, CSS, JavaScript, Adobe Illustrator and other tools. Conducted interviews with members of the financial services industry, turned data and interviews into visual and written stories.

Multimedia Intern, NBC Universal Owned TV Stations

June 2017 - December 2017

Prototyped and built interactive content to accompany written content. Found data sets to visualize. Pitched and maintained online photo galleries. Created short videos for breaking news events. Shot and edited interviews with celebrities for entertainment news section. Selected and published relevant videos to twelve NBC markets. Pitched local news stories and proposed multimedia to accompany them.

Achievements

NICAR Hands-On Instructor

Introduction to Web Development March 2022

SIPA Award: First place for "Best Use of Data" FundFire, Just Nine Foundations Control Over 30% of the Market June 2020

Panelist at New York Press Club Conference

How To Incorporate Financial Data in Your Reporting September 2019

Goldschmidt Data Fellow

A weeklong workshop in Washington, D.C. centered around discovering the troves of data each agency produces and how to use that data in reporting February, 2019

Key Skills

HTML, CSS, JavaScript Adobe Creative Suite Data cleaning Data analysis
Reporting
Writing and editing

Ai2HTML Information design Teaching data literacy

Education

CUNY Graduate School of Journalism

Master of Arts in Journalism, December 2017

McGill University

Bachelor of Arts in English Literature, April 2013