

Carla Jean Whitley

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WRITER

AL.com/The Birmingham (Alabama) News

February 2015–Present

Features reporter

- Incorporate social media, video, audio and live streaming into reporting and writing arts, literary, community and beer features
- Host, record and produce the Red Clay Readers podcast, a discussion of Alabama-related literary news
- Led online book club and news coverage for Harper Lee's "Go Set A Watchman." Interviewed by BBC Radio's "Newsday" about the book's significance. Designed social-media friendly images using quotes from the book. From Feb. 3, when news of the book's publication broke, to the conclusion of the club on Aug. 14, this content generated more than half-a-million page views on AL.com. The company also hosted three related events across the state—a first-time effort—which Books-A-Million sponsored for \$25,000.

The History Press

July 2014–Present

Author

- "Birmingham Beer: A Heady History of Brewing in the Magic City" (July 2015)
- "Muscle Shoals Sound Studio: How the Swampers Changed American Music" (July 2014)

Independent contractor

March 2004–Present

Freelance writer and editor

- Published in Southern Living, The Atlantic's CityLab.com, BookPage, Paste magazine, Sky magazine, others
- CityLab: "The Promise of the \$20,000 House" spent days on the site's most-read stories list, and readers shared it 24,000 times.
- BookPage: Regular contributor since 2008 to this monthly book review publication, which has a circulation exceeding 400,000.

The Birmingham (Alabama) News

June–November 2006

Part-time reporter

- Reported government and community activity in four municipalities for Alabama's largest paper

The Cullman (Alabama) Times

December 2005–June 2006

Lifestyle editor

- Wrote, designed and edited columnists for twice-weekly feature sections, a weekly religion page and special sections

The Tuscaloosa (Alabama) News

May–November 2005

Copy editor and designer

July–November 2005

- Designed local news and features, selected wire stories and edited local copy for style

Staff writer

May–July 2005

- Hired on a full-time, temporary basis to cover health, religion and breaking news

EDITOR

Birmingham (Alabama) magazine

December 2006–February 2015

Managing editor

July 2009–February 2015

- Planned, assigned and edited editorial and multimedia content for this monthly magazine, then oversaw production, established deadlines and determined page count based on content and revenue. Wrote copy for promotional ads to run in The Birmingham News and promoted the magazine through media appearances.
- Collaborated on a variety of print projects, resulting in a City and Regional Magazine Association redesign award and becoming finalists in general excellence and feature design
- Hired writers, managed editorial budget and oversaw internship program, which I developed with human resources

Associate editor

December 2006–July 2009

- Wrote about culture and community and produced an annual summer reading package including a book excerpt
- Launched music blog Birmingham Box Set (2008–2014), which drove web traffic and engaged readers with events and social media
- Created and implemented an in-house style guide

TEACHER

Adjunct faculty

January 2012–Present

University of Alabama Department of Journalism

Samford University Department of Journalism and Mass Communication

EDUCATION

University of Alabama Tuscaloosa, Alabama 2003–2004, Master of Arts in journalism

Florida State University Tallahassee, Florida 1999–2002, Bachelor of Science in communication

PROFESSIONAL ACTIVITIES AND COMMUNITY INVOLVEMENT

- Society of Professional Journalists, Alabama vice president
- Friends of Emmet O'Neal Library
- Hops for Honeys women's craft beer group
- Yoga Alliance RYT-200 certified yoga teacher