

Carla Jean Whitley

cj@carlajeanwhitley.com

SKILLS

Project management, line editing, copy editing, AP style, newspaper and magazine design, Movable Type, WordPress, GarageBand, Audacity, Adobe Creative Suite, Microsoft Movie Maker, iMovie, Facebook, Facebook Live, Twitter, Instagram, media appearances, teaching

CLASSES TAUGHT

- University of Alabama, advanced news reporting and introduction to reporting
- Samford University, introduction to reporting

BOOKS

- [“Birmingham Beer: A Heady History of Brewing in the Magic City.”](#) American Palate, July 2015
- [“Balancing Act: Yoga Essays.”](#) self-published e-book, November 2014
- [“Muscle Shoals Sound Studio: How the Swampers Changed American Music.”](#) The History Press, July 2014

ACTIVITIES

- Society of Professional Journalists, Colorado
- Past president of SPJ Alabama
- Yoga Alliance RYT-200 yoga teacher
- Frequent guest lecturer in college and high-school classrooms

EDUCATION

- University of Alabama, Master of Arts in journalism, 2004
- Florida State University, Bachelor of Science in communication, 2002

I’m a multimedia journalist who’s curious about the intersection of culture and community. I tell those stories through the written word as well as audio, video, social media, speaking engagements and teaching. I’m also passionate about coaching others to share their stories, whether my students are fellow journalists or community members.

carlajeanwhitley.com | [@inkstainedlife](https://www.instagram.com/inkstainedlife)

FEATURES EDITOR, GLENWOOD SPRINGS (COLORADO) POST INDEPENDENT

January 2017–Present | Serve as newsroom’s second-in-command, filling in for editor, leading newsroom meetings and coaching reporters as needed • Represent publication on radio and television • Manage newsroom photographer and coach her in strengthening the paper’s visual identity • Manage western Garfield County editor/reporter • Developed [three recurring, user-generated features columns](#) • Write, edit and design weekly features section • Resigned and created new content strategy for annual [summer magazine](#) • Designed and edited annual [cycling guide](#) • Led redesign of weekly features section, shifting coverage to the outdoors activities that draw both locals and tourists to the area

FEATURES REPORTER, AL.COM/THE BIRMINGHAM (ALABAMA) NEWS

February 2015–December 2016 | Solicited and edited op-eds and first-person narratives from arts and culture entities across Alabama • Hosted, produced and edited the podcast [Triple Take](#), in which we explored how a person’s favorite, book, film and album shaped them • Incorporated social media, video, audio and live streaming into arts, literary and community features • Led online book club and news coverage for Harper Lee’s “Go Set A Watchman,” resulting in more than half-a-million page views • Interviewed by BBC Radio’s “Newsday” about “Watchman’s” significance • Served as newsroom representative, preserving editorial integrity, in planning revenue events around content

MANAGING EDITOR, BIRMINGHAM (ALABAMA) MAGAZINE

December 2006–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 • Facilitated communication across departments and between the magazine and staff at its parent company, AL.com • Coded and processed invoices • Wrote copy for promotional ads to run in The Birmingham News and promoted the magazine through media appearances • Collaborated with art department, 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 and developed internship program • 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 • Hired as associate editor; promoted to managing editor in July 2009

FREELANCE WRITER AND EDITOR

March 2004–Present | Clients include Southern Living, [Lonely Planet](#), [Tailgater Magazine](#), Alabama Alumni Magazine, [BookPage](#), [Paste magazine](#), Sky magazine, others • [CityLab](#): Readers shared “The Promise of the \$20,000 House” more than 24,000 times • Line and copy edited books by authors [Amy Bickers](#), Tara Leigh Cobble and [Melissa Scott](#), copy edited books published by Crane Hill Publishers

PART-TIME REPORTER, THE BIRMINGHAM (ALABAMA) NEWS

June–November 2006 | Reported government and community activity in four municipalities for Alabama’s largest paper

LIFESTYLE EDITOR, THE CULLMAN (ALABAMA) TIMES

December 2005–June 2006 | Wrote, designed and edited columnists for twice-weekly feature sections, a weekly religion page and special sections

REPORTER, COPY EDITOR, DESIGNER, THE TUSCALOOSA (ALABAMA) NEWS

May–November 2005 | Designed local news and features, selected wire stories and edited local copy for style • Hired on a full-time, temporary basis to cover health, religion and breaking news

