

dana branham

danabranham@ou.edu • 979.324.7894 • @danabranham

experience

Enterprise editor • The Oklahoma Daily • Aug. 2017 – present

Coordinate teams of reporters, photographers, videographers and designers for long-term projects. Wrote about effort to rename city street named for KKK leader, leading to awareness and activism by students and city leaders. Designing interactive tool to walk students through the many options for reporting sexual assault.

Social media intern • Cincinnati Enquirer • May – Aug. 2017

Provided live and written coverage that was picked up by USA TODAY and its network sites on the return of a student who had been detained in North Korea for over a year and his subsequent funeral. Wrote buzzy stories based on social media trends and obituaries for prominent Cincinnatians. Managed news and sports social media accounts, reaching a combined following of more than 300,000. Created quick-turn social videos to contextualize news events. Promoted, covered and helped with logistics for live storytelling events.

Editor-in-chief • The Oklahoma Daily • Aug. 2016 – May 2017

Oversaw second-highest week of web traffic in organization history — over 370,000 page views. With editorial board, organized a “news mob,” where 20 reporters and editors covered every aspect of OU vs. Ohio State week, including a Donald Trump appearance. Launched projects website, designing immersive web presentations for the staff’s most ambitious enterprise work. Organized first live events including student government debates and forums on Oklahoma’s education crisis.

Student Newsroom participant • Online News Association • Sept. 2016

One of 20 students selected to cover the ONA 2016 conference, writing about virtual reality and reporting tools. Covered conference awards ceremony as lead writer.

Web intern • Tulsa World • May – Aug. 2016

Managed social media accounts and attended daily budget meetings to pitch ideas based on web trends. Created slideshows, GIFs and videos to maximize engagement. On election night, created graphics for state primary outcomes and monitored live video streams.

Engagement managing editor • The Oklahoma Daily • Aug. 2015 – May 2016

Managed new team of web staffers and a video crew, designed to expand digital impact. Redesigned app, website and print edition. Posed questions on social media for alternative editorial content.

Online editor • The Oklahoma Daily • Jan. - May 2015

During the SAE fraternity scandal, coordinated around-the-clock coverage reaching a national audience in the highest week of web traffic in organization history.

Reporter and photographer • The Oklahoma Daily • Aug. - Dec. 2014

As multicultural beat reporter, covered a midnight prayer vigil and demonstration by OU’s Black Student Association after the Ferguson decision in November 2014.

education

Graduating Dec. 2017 • University of Oklahoma • Major: Journalism • Minor: Computational technology

skills

high proficiency • Social media management, HTML, CSS, InDesign, Photoshop, Lightroom

moderate experience • Illustrator, Tableau, Wochit, Premiere, ArcMap, Java, JavaScript, Python, R

awards

Best College Features Journalist, third place • National award from Society of Features Journalism

Online community engagement, first place • Society of Professional Journalists Oklahoma Pro Chapter

references

available upon request