

Jake Cox

coxja2204@gmail.com | 217-390-5962 | Chicago, Ill. | [jakec04.github.io](https://github.com/jakec04)

EDUCATION

DePaul University

Bachelor of Arts, Journalism

- Minor: English Literature; Certificate: Geographic Information Systems

Expected June 2026

Chicago

WORK EXPERIENCE

Block Club Chicago

Newsletter Intern

April 2025 – June 2026

Chicago

- Launched and scaled a [WhatsApp broadcast channel](#) to 3,200+ subscribers in six weeks, delivering verified immigration coverage to communities most affected by federal enforcement and earning recognition from Knight Foundation, AJP, Medill and Reuters
- Produce and publish daily newsletters to 130,000+ subscribers, making real-time story selection and placement calls against deadline
- Analyze open rates, CTR and CTOR across daily sends to A/B test subject lines and optimize story hierarchy for engagement lift
- Report breaking news and enterprise features across civic, arts, LGBTQ+ and weather beats for a nonprofit hyperlocal newsroom
- Partner with editors and reporters to shape newsletter editions around shifting coverage priorities throughout the news cycle

DePaul CJIE / NBC 5 Chicago

Producer & Lead Data Analyst

March 2025 – November 2025

Chicago

- Led data analysis, fact-checking and structural editing on two long-form investigations produced with NBC 5 Chicago's I-Team
- Built a Python web scraper to extract Illinois GA witness slips, surfacing opposition patterns that powered an investigative report
- Developed an [interactive news app](#) visualizing how Illinois' per-wager sports betting tax hits bettors
- Packaged investigative findings for multi-platform publication and produced [vertical video](#) for Facebook, Instagram and YouTube
- Both reports won Peter Lisagor Awards given by the Chicago Headline Club.

The DePaulia

Digital Managing Editor

March 2024 – October 2025

Chicago

- Drove a 53% increase in Instagram engagement and 250K+ organic views by rebuilding the social strategy around short-form video, platform-native formats and a repeatable content workflow that outlasted my tenure across a student newsroom
- Directed live breaking news coverage including a student encampment live blog that earned the Peter Lisagor Award for deadline reporting
- Led a digital staff of 25 across web, social and newsletter, setting editorial priorities and coaching reporters on deadline
- Relaunched the paper's newsletter, social and search strategy; grew newsletter subscribers to nearly 1,000

AWARDS, SKILLS & MEMBERSHIPS

- **Awards:** Peter Lisagor Awards, Best Deadline Reporting, Best Education Reporting (Student) and Best Politics/Government and Sports Reporting (Student) (Chicago Headline Club); 4th place Best News Story, 6th place Best of Show News Website, plus Honorable Mentions for Breaking News, In-Depth News and Social Media Reporting (Associated Collegiate Press)
- **Audience & Publishing:** Google Analytics, Google Trends, Chartbeat, SEO, newsletter metrics (open rate, CTR, CTOR), WordPress, Newspack, Buffer, WhatsApp channels, email marketing, AP Style, Meta Business Suite, Active Campaign (ESP)
- **Data & Visual:** Python, R, HTML, ArcGIS Pro, Leaflet.js, Datawrapper, Adobe Creative Cloud, Canva, CapCut
- **Professional Affiliations:** Online News Association (ONA), Investigative Reporters & Editors (IRE), Chicago Headline Club

CLIPS

[The Windy City Times Told LGBTQ+ Stories When No One Else Would. 40 Years Later, They're Still At It](#) — Block Club Chicago

- Long-form feature story on the legacy of Chicago's LGBTQ+ newspaper

[How to reach new audiences quickly with WhatsApp](#) — Newspack Blog

- Technical guide on how newsrooms can create a WhatsApp channel like I did at Block Club Chicago

[Opioid Task Force Takes On Chicago's Fentanyl 'Epicenter' \(Afternoon Digest\)](#) — Block Club Chicago

- Newsletter I wrote and edited for Block Club Chicago's Afternoon Digest with over 80,000 subscribers

More clips and case studies available on my portfolio: [jakec04.github.io](https://github.com/jakec04)