

JOSHUA M. ROSENBLAT

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Work

SPORTS ILLUSTRATED // email newsletter editor

Feb. 2021 - Present

- Set and iterate on data-driven email strategy based on engaging subscribers and building audiences
- Center user-focused product design and experiences to create and enhance content
- Analyze and evaluate audience behavior trends using data analytics and surveys
- Communicate email suite performance to high-level executives
- Serve on SI's style committee, making informed choices on language decisions and style guides
- Convert wireframes and design specs into email designs
- Collaborate with consumer marketing and sales teams to explore revenue opportunities
- Partner with product managers and engineers to optimize user experience and customer flow
- Edit and coach journalists on newsletter voice, style and content
- Write and edit daily flagship email and niche newsletters on various sports and topics
- Manage and edit pop-up newsletters focused on major events including the Olympics
- Write weekly features for a subscriber-only newsletter focused on SI's photojournalism

THE PHILADELPHIA INQUIRER // senior email newsletter editor **June 2019 - Jan. 2021** **// SEO editor** **Oct. 2017 - May 2019**

- Created and developed email strategy for the Philadelphia region's leading media outlet
- Utilized design-thinking frameworks to develop product wireframes
- Executed comprehensive data analysis and trend evaluation on user behavior
- Wrote The Inquirer's daily flagship newsletter
- Served on The Inquirer's style committee, developing and modernizing the publication's style guide
- Led a complete revamp of the editorial and technical SEO strategy for Inquirer.com
- Managed wholesale domain and taxonomy changes for Inquirer.com
- Trained a 200-plus person newsroom on the latest editorial SEO strategies
- Started daily news meetings with an data-driven look at our newsroom's performance
- Pitched, produced and managed a daily news podcast

THE NEW YORK TIMES // intern, Smarter Living

June 2017 - Aug. 2017

- Used email newsletters, SEO and social media to grow readership with a focus on service journalism
- Wrote and reported original stories

ESPN // editorial intern, ESPN.com

June 2016 - Aug. 2016

- Edited and produced major projects, such as the ranking of the top 100 baseball players of all time
- Wrote and reported articles and designed infographics for ESPN.com

Education

NORTHWESTERN UNIVERSITY (b.s. in journalism and political science)

Graduation: March 2017

Skills

- Editorial (expert), technical (proficient) SEO (Google Trends, SEMRush, Screaming Frog, etc.)
- Off-platform content creation on Facebook, Twitter, Instagram, YouTube, Apple News, etc.
- Data analytics with Google Analytics, Google Trends, Chartbeat, Parse.ly, Crowdtangle
- Experience with AP Style, editing, fact-checking, research, HTML and CSS
- Design and prototyping tools including Adobe Creative Suite and Figma
- Design-thinking group brainstorm exercises