

Carl V. Lewis

Data Journalist ★ Mobile Developer ★ Visualization Designer

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EDUCATION

- 2010-2012 **Master of Science, Digital Media and Data Visualization, Columbia University in the City of New York, New York, NY, GPA: Honors.**
Awarded multiple honors designations, including only honor's status in entire cohort for Data Journalism and Journalism Business Models.
- 2006-2010 **B.A., Journalism. B.A., Southern Studies, Honors., Mercer University, Macon, Ga., GPA: 3.92.**
Summa cum Laude, Presidential Service Scholarship and Community Outreach and Public Service Award.
- 2008-2009 **Year Abroad, University of Oxford, St. Peter's College, Celtic Studies and Media Propaganda, GPA: All Alphas.**
Earned all 'Alphas' during selective year-long course of study at Oxford's St. Peter's College. Served as news editor for 'The Oxford Student' newspaper during Trinity term (Fall 2009).

TECHNICAL SKILLS

- **Front-End:** HTML5, CSS3, JavaScript, WordPress/Drupal development, Twitter Bootstrap, Foundation, Git, Markdown, jQuery, Underscore, Backbone.
- **Data Visualization:** d3.js, Bokeh, CartoDB, Leaflet.js, Google Maps JavaScript API V3, Tableau Public, Caspio, numPy, node.js, Python, R, Beautiful Soup, reusable D3-based libraries such as chartsjs.org and d4, eCharts, matplotlib, Hadoop, Monkey Learn, eCharts, QGIS, TopoJSON, Highcharts
- **Other:** OpenRefine, Tabula, Excel, Google Sheets, Adobe CS Suite, Hadoop, Google Analytics, Matplotlib, Bokeh

EXPERIENCE

- Mar. 2016 - present **Data and Interactive Editor, St. Louis Post-Dispatch/STLToday.com, St. Louis, MO.**
 - Lead team of three programmers to create data visualizations for STLToday.com,
- Jun. 2014 - **Adjunct Instructor, faculty news organization advisor, CVL Media, LLC.**
- Jul. 2015
 - Teach courses on JavaScript, HTML and CSS basics, mobile development best-practices, real-time reporting, data journalism and visual storytelling
 - Serve alongside faculty, journalists and media professionals as an instructor for annual Camp CCJ for digital media students at Center for Collaborative Journalism.
 - Spoken on panels with editors and professors, including - How is Journalism Different in the Digital Age? , - Social Media for Journalists, - Building a Brand as a Journalist and - Mobile App Development with Little-to-No Programming Experience.
 - Led lightning talks on topics including -Making the Business of Digital Journalism Work, -Audience and Metrics and -Wireframing, Prototyping and UX. -Serve as advisor for student news organization, The Cluster, leading quarterly workshops and remotely helping fix problems as they may arise on mercercluster.com. Oversaw 2014 redesign of site.

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Aug. 2012 - **Digital Media Manager, Online Editor, Social Media Editor, Savannah Morning News (Morning News Media).**

- Jan. 2014
- Worked as Digital Media Manager in Savannah following the death of my father to be closer to my mom.
 - Oversaw content production, digital/social outreach and product development for savannahnow.com, dosavannah.com and other cross-platform company products, achieving a nearly 500 percent growth in social reach and a record 7 million monthly pageviews.
 - Managed team of online producers/digital journalists; collaborated with traditional reporters and editors on optimizing print content for digital platforms; worked with marketing and sales departments to bridge the gap between editorial and sales in an ethical manner.
 - Developed and executed growth strategies for company-wide social media platforms, including existing accounts on Facebook and Twitter and new accounts on Instagram, Vine, Tumblr and Pinterest to reach younger audiences,
 - Increased weekly average social reach from 21,000 to an average of 375,000 by end date. Grew Facebook fans from approximately 8.5K to 24K.
 - Introduced "sponsored posts" on dosavannah.com, as well as "sponsored tweets" using retweets from the handle @SMNsponsored.
 - Increased Facebook following by more than 115 percent in less than a year. Started new Instagram account that gained 1,400 followers within 7 months.
 - Monitored and responded to metrics using Adobe Omniture, Google Analytics, Chartbeat, Parse.ly, Sprout Social and Sparkwise.
 - Introduced and trained staffers on new interactive forms of storytelling that allowed producers and reporters to visualize public data with little programming skills.
 - Led native app development for iOS and Android platforms. Responsible for 19K app downloads.
 - Developed HTML5/responsive content strategies and products, including the June 2013 launch of dosavannah.com.
 - Represented company on Morris Publishing Group's corporate-wide Social Media and Mobile Strategy task-forces
 - Redesigned Savannah Morning News Mobile App, causing a threefold increase in active users in two weeks.

Jun. 2013 - **Co-Founder, Borrow.ly.**

- Aug 2014
- Upon receiving an exploratory grant from The Rockefeller Collaborative Fund in early 2014, my business partner and I set out to build the product I long believed could help shift decades of audience and revenue loss at daily newspapers from the once-lucrative classified advertising section, revenue which was swiftly poached by P2P exchanges such as Craigslist and eBay. Built product using Ruby on Rails, and it received widespread acclaim and a loyal local audience in our initial target market in Fort Greene, Brooklyn. Briefly named 'one of Silicon Alley's hottest civic-tech startups' by StartupBoost.

- March 2013 - **Product Manager, Digital Content Marketer, Front-End Developer, DoSavannah.com** (*Morning News Media*).
- Nov. 2013
- As a way to reach younger demographics, our management team at Savannah Morning News decided to expand its arts and culture section into a standalone alt-weekly. I was tasked with building the digital products.
 - Developed, designed and launched dosavannah.com and its associated native iOS and Android apps, in addition to my responsibilities as Digital Media Manager.
 - Introduced "Sponsored Posts," a native advertising plan that garnered more than \$30,000 in new sponsorship revenue its month-long first sales round.
 - Created editorial workflow and trained staffers on using Drupal 7 as a CMS.
 - Introduced "The Big Calendar," which quickly became Savannah's top-visited event guide.
- March 2010 - **Online Editor, Exposition Magazine.**
- Apr. 2012
- Developed website and online publishing system for current affairs magazine at Oxford University using WordPress backend.
 - Oversaw online content and site production for expositionmagazine.com, including measuring and reporting site analytics, developing SEO strategies and retooling UX to fit the needs of print redesign.
 - Managed digital advertising sales and placement with sponsors Pulse Printing and Oxford Castle.
 - Temporarily maintained and managed site from abroad; wrote detailed site documentation for future maintenance.
- Nov. 2010 - **Director of Digital Media, The Cluster and mercercluster.com.**
- Jul. 2012
- Founded, developed and launched MercerCluster.com, the online edition of Mercer University's student newspaper, The Cluster.
 - Created digital workflow, trained staff in content management, drafted detailed site documentation for future student editors.
 - Grew Facebook 'likes' from around 30 to more than 900 in less than a month with integrated social media campaign, involving a grassroots contest and non-monetary incentives.
- Jan. 2009 - **News Editor, Online Editor, The Oxford Student.**
- June 2009
- Produced and edited entire 12-page news section of the University of Oxford's official student newspaper.- Managed team of 14 reporters and covered more than 40 stories individually.
 - Redesigned newspaper website and developed digital workflow.
 - Trained staff in content management system.
- May 2009 - **Metro intern, weekend cops reporter, The Telegraph and macon.com.**
- Dec. 2010
- Worked first as a news reporting intern, then as a weekend beat reporter at Georgia's third-largest daily newspaper.
 - Covered general news assignments, as well as local/state politics, crime and education beats.
 - Covered more than 110 deadline news stories as an undergraduate.

AWARDS AND RECOGNITION

- Best Online News Project, Ga. Press Association, 2013
- MJ Bear Fellow, Online News Association, 2013.
- Top in Cohort, Data Visualization and Information Design, Columbia Journalism School, 2013
- Social Media Engagement Excellence Award, Morris Publishing Group, 2014.
- Jimmy Carter Award for Service to Community, Mercer University, 2012.

PORTFOLIO/REFERENCES

- Portfolio and work samples available at <http://portfolio.carlvlewis.net>
- References available at <http://testimonials.carlvlewis.net>