

PAIGE LESKIN

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An experienced technology journalist with 6+ years of expertise in how people communicate online, the culture of internet use, and the businesses behind social platforms.

EXPERIENCE

Digital Producer

Aug. 2021 — Feb. 2023

Dotdash Meredith | New York, N.Y.

- Published 40+ stories/week across company's network of WordPress-based content management system
- Headed up front-end design, original art & copy editing duties for e-commerce content across key brands
- Harnessed understanding of HTML, UX design and best practices to produce ready-for-publish content
- Directed creative strategy and collaborated with writers, editors, and designers across departments to build out six-month project for People Tested product reviews

Technology Reporter

Sept. 2018 — May 2021

Business Insider | New York, N.Y.

- Created new role on publication's global tech desk covering business sides of social platforms & tech culture
- Established new internet culture desk focusing on content creators & influencer industry through demonstrating reader interest in content area to editors and management
- Used expertise of social media to conduct research, identify trending content, find sources and inform features
- Maintained strong relationships with industry experts, tech company employees, and insiders to uncover trend stories and land exclusive scoops on C-level business decisions and notable executive departures
- Drove early coverage of TikTok's rise & broke down complexities of legal battle with the Trump administration
- Turned expertise on TikTok potential ban into name-brand recognition & appearances on podcasts & at VidCon

Digital News Writer

June 2016 — Dec. 2016

PIX11 News | New York, N.Y.

- Wrote, edited, and published more than 150 localized stories appearing on pix11.com & WPIX-TV newscasts through on-the-street reporting, social media monitoring, and collaboration with on-air talent
- Produced livestreamed broadcasts on Facebook Live & published to PIX11's social media accounts during Election Night 2016 & the ensuing protests
- Enhanced visual presentation and front-end design by introducing team to data visualization tools to map out stories around post-2016 election hate crimes and LGBTQ+ landmarks for Pride Month

EDUCATION

Northwestern University | Evanston, Ill.

Bachelor's degree (June 2018). Journalism & Political Science

Honors & Awards: Traveled to Guantanamo Bay to write on the detention center & terrorism trial for USA Today; SPJ General News Reporting award finalist for reported series on student deaths on campus for The Daily Northwestern

SKILLS

Software: Microsoft Office; WordPress; Content Management Systems; Adobe Photoshop; Canva; HTML & CSS

Databases: PACER; Westlaw; PitchBook; Crunchbase; Dataminr; Spokeo; GovTrack

Skills: Search Engine Optimization, AP style; Copy editing; Breaking news; Feature reporting; Social media research