

# Wilborn Nobles III

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## PROFILE

An attention-to-detail print journalism junior thinking “digital first” when possible. My adherence to news values during assignments comes from experiences at WWL-TV Channel 4, college newspapers and managing student organization [websites](#). I persistently adapt and work with others to produce quality content. I am insatiably curious and open minded to new possibilities that allow me to meet deadlines and hone my problem-solving skills.

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## EXPERIENCE

### **The Daily Reveille, August 2012 – Present**

- **External Media Managing Editor**
  - Leading the development and operation of [lsureveille.com](http://lsureveille.com).
  - Advising Reveille staff editors in organizing web content and layouts for optimal site traffic.
  - Collaborating with copy desk and student media web editors to evaluate the site’s web presence.
- **Web Editor**
  - Increased web views by 5,000 in a week while assisting in creating interactive data like the [LSU Salary database](#).
  - Assisting the editor in creating content with Microsoft Excel and Tableau software.
- **Senior Contributing Writer**
  - Provided in-depth coverage on [student government](#) and features on [student affairs](#) using knowledge of AP style.
  - Collaborated with editors to create explanatory stories on a 5 day weekly basis.

### **WWL-TV, Digital Content intern, June 2013 – August 2013**

- Produced articles, photos and multimedia for WWLTV’s website using HTML, Photoshop and CMS.
- Assisted News and Operations Mgr. in researching and compiling information for breaking news events.
- Managed station’s Facebook, Twitter and news site to increase web traffic with up-to-date content.
- Maintained more than 300 page visits single-handedly every Saturday.

### **Freelance Journalist, Ebyline blog, August 2012 – June 2013**

- Provided coverage on [New Orleans media adaptations](#) during The Times-Picayune's changing business model.
- Analyzing facts and interviewing editors related to the digital innovations taking place in the newsroom.

### **PR Intern, Innocence Project New Orleans, May 2012 – August 2012**

- A nonprofit law office committed to exonerating innocent prisoners in Louisiana and Mississippi.
- Studied criminal trials using LexisNexis and Westlaw.

### **News Editor, Centenary Conglomerate, October 2010 – December 2011**

- Managed 20 writers and photographers for Centenary College’s weekly student newspaper.
- Implemented a new submission process improving the submission rate by 97%.

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## EDUCATION

Louisiana State University, Bachelor of Arts in Mass Communication, graduation in 2015 (estimated)