

Kami Rieck

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Experience

THE NEW YORK TIMES

Community, Newsroom

San Francisco, CA | May 2025 - Present

- Develop relationships with readers through comments section on nytimes.com, assess user behavior using metrics, suggest best practices for engaging audiences in on-site comments

Opinion Editor, Audience and Fact-Checking

Seoul, South Korea | May 2024 - March 2025

- Launched and spearheaded Opinion's Reddit account and strategy, hosting and producing live AMAs with columnists and contributors; my work was featured in Adweek
- Curated homepage, workshopped headlines, ran A/B headline tests, optimized stories for search and managed social media, including WhatsApp, Bluesky, Threads, Instagram, Facebook, X.
- Collaborated with newsroom, comments and notifications teams to promote stories
- Contributed to daily, monthly and yearly analytics reports
- Produced Opinion Today newsletter on Fridays
- Fact-checked and edited guest essays, reframed arguments, contacted sources, upheld the highest standards of accuracy and fairness, collaborated with senior editors
- Proofread and assisted in producing Opinion's print pages for the international edition

THE ATLANTIC

Associate Editor, Audience

New York, New York | June 2023 - May 2024

- Initiated and led development of WhatsApp, the company's largest off-platform channel, gaining 4+ million followers in 4 months
- Revamped LinkedIn strategy, increasing impressions by 40% month-over-month
- Overhauled Reddit strategy, coordinating AMA events with writers and editors and building relationships with moderators
- Edited homepage and app; ran A/B headline tests; wrote push alerts; produced short-form TikToks

BLOOMBERG NEWS

Digital and Social Media Editor

San Francisco, CA | Dec. 2022 - June 2023

- Oversaw digital, audience and social strategy for the Technology and Equality verticals
- Spearheaded Technology's LinkedIn strategy, elevating it to 3rd top social driver for web traffic
- Launched and produced LinkedIn AI weekly newsletter, gaining over 480k followers in 6 weeks
- Organized Reddit AMAs for the Technology vertical; led audience initiatives on Telegram in the US
- Increased video views on Equality's Instagram by over 3,000% in three months through visualizing data journalism
- Grew Equality's Instagram following by 37% in six months

BLOOMBERG OPINION, ASIA

Digital and Social Media Editor

San Francisco, CA | April 2021 - Dec. 2022

- Managed Opinion's homepage on terminal and web for Asia, US and Europe
- Pitched and wrote mobile push notifications for terminal and web users
- Spearheaded live audio events strategy on Twitter Spaces, producing 240+ conversations and reaching more than 1 million listeners. Spoke on panel hosted by Twitter at AAJA22 conference
- Oversaw social media presence for Bloomberg Opinion Asia
- Utilized Google Trends to shape SEO strategy and predict audience questions
- Animated data visualizations and charts for Instagram Reels and TikTok
- Wrote and edited headlines for web, terminal and SEO

THE BOSTON GLOBE

Audience Engagement Intern

Remote | Feb. 2021 - May 2021

- Spearheaded social media strategy on Twitter. Taught newsroom how to create threads and moments
- Wrote first-person article that was ranked #3 most popular on website
- Managed Boston Globe Magazine, Boston.com and The Boston Globe social media accounts

Newton Correspondent

Remote | Sept. 2020 - Jan. 2021

- Reported on local news in Newton, Massachusetts, through Boston University's journalism program

Audience Engagement Co-op

Remote | Jan. 2020 - June 2020

- Led Instagram story series on how Covid-19 upended life on campus for low-income, first-generation and international students
- Increased Instagram following by 17% in six months, launched weekly food Q&A show on Boston.com's Instagram
- Executed social media and newsletter strategy for an investigative report inside the Covid outbreak in Massachusetts

Education

Boston University

GPA: 3.5

Relevant coursework:
Covering government and politics, in-depth reporting, law and ethics of journalism, data journalism, visual storytelling, news writing

Organizations

- Asian American Journalists Association
- Online News Association

Skills

Computer: SEO, Adobe Photoshop, CapCut, Adobe Premiere, Adobe Lightroom, Final Cut Pro, Canva, iMovie, Microsoft Office, G Suite, Wordpress, Google Data Studio, Google Trends

Social media:

SocialFlow, Chartbeat, Parse.ly, TweetDeck, CrowdTangle, Facebook Creator Studio, Dash Hudson, Snapchat Publisher, Facebook Publisher, Mailchimp, Twitter, Facebook, Instagram, LinkedIn, Vimeo, Bluesky, Reddit, YouTube, TikTok