

SHEFALI S. KULKARNI

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PROFESSIONAL SUMMARY

Digital journalist, with 19 years of reporting, writing, social media and editing experience across a variety of newsrooms. Passionate about diversifying newsrooms, coverage and audiences. Expertise in digital newsroom strategy, audience engagement and analytics. Trained hundreds of reporters and editors in digital tools, editorial best practices and visual storytelling formats.

EXPERIENCE

The New York Times, New York, N.Y. – *Editor of Digital Storytelling & Training* June 2021 - April 2026

- Ran the Newsroom Embed Program where journalists embed on a different desk for three months to learn new skills. Organized applications, hosted info sessions, mentored participants on their journalism career.
- Coordinated with desk and newsroom leadership to help them achieve their yearly goals, improve their workflows, implement new formats and untangle digital “knots” through training sessions and workshops.
- Conducted “listening tours,” and authored memos and reports based on feedback from journalists in various departments to learn how to customize trainings based on their needs.

The Washington Post, Washington, D.C. – *Operations Editor* February 2018 - June 2021

- Embedded in the Metro, Business and Tech sections of the newsroom, providing routine traffic reports with editorial insights based on Google Analytics.
- Collaborated with desk editors on SEO, audience strategies for feature and enterprise stories, live news formats and breaking news alerts strategies.
- Trained new editors and reporters on the internal CMS and assisted with “second” edits on stories.

Georgetown University, Washington, D.C. – *Adjunct Professor* January 2018 - May 2018

- Co-taught a semester 100-level course called “Digital Essentials in Journalism” at the School of Continuing Studies.
- The syllabus included lessons on creating an online portfolio, SEO basics, using social media to report and promote stories, verifying information online, how to plan and pitch a digital story and what should be in your own kit to cover a story digitally in the field.
- Created a lesson plan on diversity in journalism as well as resources that can help journalists focus on coverage that advances diversity, equity and inclusion.

BBC News, Washington, D.C. – *Audience Engagement Producer* November 2015 - February 2018

- Developed the social media strategy for the 2016 U.S. elections incorporating various social media platforms. 2017 Webby Award U.S. Election Twitter (BBC News).
- Managed and maintained all social media platforms for the North America bureau and larger BBC News channels. Covered live events (elections, award shows, natural disasters) using social media platforms.
- Used data from social posts and live streams to create best practices in engagement reporting and shape larger BBC News coverage.

Newsweek Magazine, New York, N.Y. – *Social Media Editor* March 2015 - November 2015

- Led a small team and established social media and engagement strategies for the magazine’s weekly cover story.
- Conducted social media training sessions for reporters and editors in the newsroom and showed ways to integrate social media into the reporting process.
- Implemented social media strategies for big news events like SCOTUS ruling on gay marriage and the Paris attacks.

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PRX/WGBH The World, Boston, M.A. – Digital Producer

December 2013 - April 2015

- Created digital content (social videos, graphics, blog posts, online polls) as part of a Ford Foundation grant to expand the coverage of the Global Nation vertical focusing on immigrant and refugee communities.
- Created engaging social media campaigns around immigrant-centered storylines using Facebook groups, Instagram and Twitter hashtags.
- Implemented a workflow so that radio pieces and corresponding blog posts would air and publish at the same time.

KFF Health News, Washington, D.C. – Web Reporter

March 2011 - February 2013

- Aggregated relevant health care policy stories for the daily morning newsletter and weekly research newsletter.
- Reported and wrote stories on physician practices, HIV/AIDS policy, health disparities, the Affordable Care Act and Medicaid programs. Stories were featured in The Washington Post, NPR, Politico and other partnered outlets.
- Operated studio cameras and teleprompter for the weekly “Health on the Hill,” web series.

Daily Beast, New York, N.Y. – Editorial Assistant

October 2010 - February 2011

- Wrote headlines, captions, blog posts and news briefs for the website’s “Cheat Sheet,” section.
- Managed the newsroom’s social media channels using CoTweet and Facebook Insights.
- Assisted with fact checking and research for larger stories such as the first Wikileaks on Middle East operations and the shooting of Representative Gabrielle Giffords.

The Village Voice, New York, N.Y. – Mary Wright Fellow (Reporter)

June 2010 - September 2010

- Published a cover story on June 30, 2010 about how an undocumented immigrant navigated the health care system to receive a heart transplant. The story ran nationally across Village Voice-owned newspapers.
- Blogged for the “Runnin’ Scared” section, including a viral blog post on coffee names that was featured on NPR’s All Things Considered program.
- Photographed and wrote captions for New York Fashion Week Fall 2010.

Willamette Week, Portland, O.R. – Contributor/Reporter

January 2008 - August 2009

- Wrote stories including two investigative pieces on big tobacco-sponsored parties in Portland and a green school’s misguided recycling of Styrofoam lunch trays.
- Monitored the tip line and wrote bar reviews for the annual “Best Of,” issue.

Washingtonian Magazine, Washington, D.C. – Blogger

May 2007 - September 2007

- Assisted in the redesign of the website and its specialty sections (Top Doctors, Best Of and Happy Hour guide)
- Covered and photographed stories like a democratic presidential debate hosted by Sojourners Magazine, a hip hop festival at The Kennedy Center and a guide to the best public pools in the city.

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EDUCATION

Columbia University's Graduate School of Journalism, New York, N.Y. – *Master of Science in Digital Media*
May 2010

- Graduated with honors in "Covering Race and Ethnicity."
- Robert Harron Award for Outstanding Writing, Reporting and Kindness.

Beloit College, Beloit, W.I. – *Bachelor of Arts in Political Science, Journalism minor*
May 2007

- Merit-based Eaton Scholarship recipient.
- Thesis focused on comparing news coverage of The Afro-American newspaper with mainstream newspapers.
- Participated in American University's Washington Semester Program and interned at Dallas Morning News' Washington bureau.

SKILLS, LANGUAGES, AWARDS & AFFILIATIONS

Skills: Adobe Suite, Google and Parse.ly Data Analytics, Airtable, Final Cut Pro, ProTools, Dataminr, social media content creation on Facebook, Instagram, Snapchat, Bluesky, Twitter, YouTube, Pinterest, TikTok, LinkedIn, Threads and Reddit (AMAs), WordPress (CMS), digital photography and videography (Cannon DSLR)

Languages: Spanish (advanced speaking and basic writing), Marathi (conversational)

Awards: 2017 Webby Award U.S. Election Twitter (BBC News); 2018 Washington Post Publisher's Award for implementing a new live coverage format for the Paul Manafort trial; 2021 New York Times Publisher's Award in recognition of the of the Newsroom Embed Program

Affiliations: SAJA: national board member (Secretary & VP) 2012-2017; AAJA: member, panelist (2013 & 2024 national conventions); ONA: member, CNN Diversity in Digital Media fellowship (2015); Blue Cross Blue Shield Health Coverage Fellowship (2012); Poynter Leadership Academy for Diversity in Digital Media (2019)