

Nicole Ki

Digital Journalist | Social Video Producer
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PROFESSIONAL SUMMARY

Award-winning digital journalist and multimedia producer with experience creating breaking news, social video, and audience-focused storytelling across digital platforms. Skilled at turning complex information into engaging content on deadline tailored for web, social, radio and video audiences. Experience using analytics, SEO, and emerging tools to support audience growth, streamline production and adapt content for different platforms.

PROFESSIONAL EXPERIENCE

Minnesota Public Radio News, Reporter/Producer

Minneapolis, MN | Jan 2023 – Present

- Pitch, script and publish short-form digital content for Instagram, TikTok, Facebook, YouTube and web platforms, driving millions of views and strong audience engagement.
- Rapidly source and adapt breaking and trending news into engaging formats across video, radio, web and social platforms.
- Lead beat reporting on Minnesota's emerging cannabis industry across multiple platforms, creating social video explainers that break down complex policy, business and consumer developments for broad audiences.
- Collaborate with editors and reporters to develop cross-platform storytelling strategies and maximize reach.
- Use analytics and audience insights to refine story framing, social distribution and content performance.
- Incorporate AI-assisted tools into reporting and production workflows, including transcription, research organization and content development.

Argus Leader (USA Today Network) – Human Rights Reporter

Sioux Falls, SD | Aug 2021 – Dec 2022

- Report breaking news in crime and cover gaps in abortion, criminal justice and mental health from local to state level.
- Pitch and write investigative enterprise pieces with a lense for immigrant and other marginalized communities.
- Applied visual storytelling and accessibility best practices in web and social content delivery.
- Developed sourcing that regularly led to scoops that beat competitors.

nextLI, Newsday – Data journalism intern

Long Island, NY | June 2020 – Dec 2020

- Produced and published social media cards and data visualizations based on data analysis on the local Black-white disparity and post-COVID economy.
- Increased audience engagement on Instagram through engaging posts and broke down demographic data trends for nextLI's audience.
- Wrote digestible data dives after scraping through datasets with Python on various topics.

The Island Now – Freelance reporter

Long Island, NY | March 2020 – Aug 2020

- Covered local government, community issues and breaking developments for a town beat, including county and city meetings and USPS-related protests.
- Built and maintained local source relationships to support enterprise and community reporting.
- Reported, photographed and produced digital-ready stories under deadline.

The Observatory, UW-Madison – Investigative reporter

Madison, WI | Oct 2018 – Jan 2019

- Reported on stories at the intersection of Wisconsin politics, national policy and foreign affairs, with work republished by Wisconsin Public Radio affiliate WisContext.
- Produced accountability and fact-checking reporting in partnership with the Wisconsin Center for Investigative Journalism, analyzing political claims and verifying complex public-policy issues through extensive sourcing and research.

EDUCATION**University of Wisconsin - Madison**

BA in Journalism | Minors: Asian American Studies

SKILLS

- Digital storytelling and cross-platform content production
- Short-form social video production, editing and scripting
- Audience engagement, analytics and SEO optimization
- Instagram, TikTok, Facebook, YouTube and web publishing
- Breaking news and deadline reporting
- Multimedia journalism and visual storytelling
- AI-assisted reporting and content workflows
- Adobe Suite (Premiere Pro, Photoshop), CapCut, Audacity, Dalet Galaxy
- Investigative reporting, fact-checking and source development
- Data journalism and Python-based data analysis
- Collaboration, audience strategy and digital content planning