

JO YURCABA

Editor, Reporter, & Essayist

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SOCIAL MEDIA

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EDUCATION

Univ. of North Carolina at Chapel Hill
Graduated August 2014 with a
Bachelor's of Art in Journalism
(reporting concentration) and
philosophy

EXPERIENCE

Freelance Writer & Editor | June 2018-Present

Various national publications

As a reporter, I cover sex, consent, sexual violence, the LGBTQIA+ community, politics, health care (abortion policy), pop culture, business, and often the intersections of all of these topics. I also work as a freelance and part-time news and politics editor. I have appeared on radio shows to talk about my reporting on abortion policy and sexual assault, and I have been a guest on and moderated panels about sexual violence and health.

- My reporting has been published by *Teen Vogue*, Rewire.News, Bustle, *Woman's Day*, ThinkProgress, Romper, *Rolling Stone*, *The Village Voice*, and more. I have also had writing republished by *Newsweek* and referenced by academic research papers.
- I am currently the weekend news editor for the largest millennial women's website, Bustle, where I oversee a team of writers who cover U.S. and international politics.

News Editor | Dec. 2015-June 2018

Romper.com | New York, NY

Romper is Bustle's sister website, targeted at millennial moms. It was started in November 2014. In my first year at Romper, the site's monthly unique visitors grew from 1 million to almost 20 million, with news driving the bulk of that traffic.

- Direct daytime coverage of all lifestyle and breaking news under topics ranging from politics and maternal health to entertainment and celebrity.
- Manage a team of 8-10 news writers; assign, edit, and publish at least 15 SEO-optimized articles daily through the website's CMS; field reported articles from freelance writers.
- Create coverage plans for future breaking news events; oversee Romper's reported politics series, Swing Vote.
- Monitor traffic through Google Analytics and Chartbeat, and use these tools to assign follow-up SEO-driven articles or social-friendly news analysis.

Part-Time News Writer | Apr. 2015-Dec. 2015

Bustle.com | New York, NY

My news analysis articles for Bustle.com were often among the top 10-traffic driving articles for the section every week.

- Wrote articles on domestic and international politics, reproductive health, human rights, wellness and mental health, and gun violence.
- Pitched, wrote, edited, and SEO-optimized four articles per shift; these ranged from fast breaking news stories to originally reported pieces.
- Covered breaking news events including the 2016 election, terrorist attacks or shootings, and natural disasters.

Web Intern | Sept. 2014-Dec. 2014

RollingStone.com | New York, NY

I was the only intern of the fall semester to write regular breaking news articles for the website. As a result, an editor asked me to interview Sarah Keonig of Serial and then write a short piece for the magazine and an extended Q&A for the website.

- Researched for future web and print packages, transcribed interviews, covered breaking entertainment news for the website.
- Finalized features for the website's new CMS by troubleshooting and suggesting improvements.