

SHOMIAL AHMAD

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Award-winning writer, editor and reporter with 15+ years of experience. Reported stories for The New York Times and NPR. Produced 1000+ stories to date on both daily and monthly deadline. Topics covered, include education, labor, immigration, health and safety. Edited monthly, 12-page newspaper for CUNY union. Amassed 4 years of experience at NPR and NPR member stations, won 12+ journalism and communications awards.

KNOWLEDGE & EXPERTISE

- Writing (News, Features, Web, Radio Scripts)
- Editing (News, Features, Publications, Graphs)
- Interviewing (Leaders, Experts, Everyday People)
- Radio Broadcast and Production (Adobe Audition)
- Copy Editing (AP Stylebook)
- Project Management
- Reformatting Content for Multiple Platforms
- Intermediate Canva Skills

EXPERIENCE

COMMUNICATIONS CONSULTANT | AUGUST 2023 – CURRENT

- Professional Staff Congress – Edit monthly newspaper; direct the editing of industry-specific brochures and booklets; ensure technical language is accurate; edit PowerPoint presentations and marketing materials.
- New York State Nurses Association – Update and edit website pages for new website overhaul.

ASSOCIATE EDITOR, CLARION PROFESSIONAL STAFF CONGRESS | MARCH 2014 – AUGUST 2023

Report and edit stories for Clarion, the monthly newspaper and related website content for CUNY's faculty and staff union, with a targeted circulation of over 26,000. Write faculty profiles, union news, and deeply-sourced feature-length articles about the City University of New York and its 24 affiliated campuses.

HIGHLIGHTS:

- Wrote articles on external communications topics, ranging from health and safety to state politics, some of which have been picked up by other media outlets, including WNYC, *Wall Street Journal*, *Gothamist* and *City Limits*.
- Broke a story on budget cuts and disrepair at CUNY, which informed a subsequent [front-page investigative feature](#) in the *Sunday New York Times*.
- Managed and created systems for a streamlined newspaper production with graphic designer, copyeditor, editor, and senior leadership.
- Drove the interface and content redesign for the *Clarion website*, from Drupal to WordPress.
- Drafted training manuals and trained staff on posting to the new website.
- Edited, copy edited and fact-checked articles and first-person accounts, graphics; directed photo, illustration and data visualization assignments.
- Introduced crowdsourcing questionnaires for breaking news stories and topics that include a variety of perspectives, resulting in more than 100 responses on certain timely topics.
- Edited and reformatted internal style guide.
- Shared ideas for social media marketing, event planning, and media pitching at weekly communications meeting.

MULTI-PLATFORM REPORTER, KUHF HOUSTON PUBLIC MEDIA | 2012 – 2013

Reporter, community liaison, and show producer at Houston's NPR station, which draws 400,000 weekly listeners.

HIGHLIGHTS:

- Inaugurated the station's participation in the Public Insight Network, a crowdsourcing database, and grew it to 1,800 sources in the Houston area, as well as securing a grant to host a community news forum.
- Served on the development and hiring committee for Houston Matters, a new daily public affairs radio talk show, and produced content for the fledgling program.
- Initiated a social media video contest, drawing tens of thousands of views and press mentions in the *Houston Chronicle*, the *Houston Press*, the *Houston Voice* and CultureMap.
- Reported general assignment stories, including breaking a story on a possible split in a major Presbyterian church and covering a district attorney candidates' debate that earned mention in a *Houston Chronicle* column.

REPORTER, WABE PUBLIC BROADCASTING ATLANTA | 2010 – 2012

General assignment reporter at Atlanta's NPR station, with 400,000 weekly listeners in the metro area. Met daily deadlines for one-minute and two-minute reports on immigration, water, and transportation.

HIGHLIGHTS:

- Launched and developed the station's first-ever immigration beat.
- Reported on the passage of HB87, a state immigration law and subsequent federal court challenges; covered effects in the immigrant, agriculture, and business communities; won recognition for reports on affected communities in Georgia's agricultural heartland.
- Covered water issues in Georgia, from federal appeals trial of a tristate water case to legislative initiatives increasing water supply and conservation; also covered talks among elected officials from the 10-county region on a \$6 billion transportation referendum.
- Filed national stories for PRI's *The World*, including "Georgia businesses suffering from state immigration law" and NPR's *All Things Considered*, "Youth camps aim to spread cricket popularity in US."

KROC FELLOW NATIONAL PUBLIC RADIO | 2007 – 2008

One-year fellowship with rotations at *npr.org*, *Weekend Edition Saturday*, a member station and the *National Desk*. Reported stories focused on the economy on the cusp of the GFC for NPR's *National Desk*. Reported spot news on Connecticut politics for NPR member station, *WNPR*. Produced the web component for foreign desk radio stories, as well as editing text, sourcing photos, writing article headlines and mini summaries, and producing slideshows. Pitched and produced host interviews for *Weekend Edition Saturday*.

HIGHLIGHTS:

- Wrote a piece for NPR's *Kitchen Window* that was among the most emailed features on *npr.org* for the week.
- Produced a 10-minute music interview for *Weekend Edition Saturday* that sent the music title referenced in the story from a ranking in the 10,000s to a top 10 ranking on *Amazon.com*.
- Produced and/or reported over 50 stories, some highly in-depth, during my 12-month tenure.

FREELANCE JOURNALIST | 2005 – 2014

Wrote culturally-themed articles for media outlets such as *The New York Times* and National Public Radio.

HIGHLIGHTS:

- Wrote and/or produced over 50 articles and radio features to date.
- Wrote two articles for *The New York Times*: "Cab of a thousand songs" and "Sunnis and Shiites, a street apart;" also wrote text for a slideshow entitled "The things they carry."
- Reported on education for WNYC, New York Public Radio, and economy features for KERA, North Texas Public Radio.

- Wrote award-winning and award-nominated cover stories for the *Fort Worth Weekly*.
- Developed and conducted media outreach directing 9/11 rescue, recovery and cleanup workers and volunteers to register with the workers' compensation program.
- Filed various stories for PRI's The World, NPR, *Newsday*, Words Without Borders and other media outlets.

EDUCATION

MASTER'S DEGREE, JOURNALISM NEW YORK UNIVERSITY | 2006

- Concentration in Print Journalism; accepted into Honors-track Portfolio program.
- Graduate Assistant Fellowship, a full one-year tuition scholarship.

BACHELOR'S DEGREE, PLAN II UNIVERSITY OF TEXAS AT AUSTIN | 2000

- Completed Plan II, the honors-track classical liberal arts program combining a self-designed course of study with a core curriculum; concentrated in anthropology and Middle Eastern studies.
- Recipient of the Undergraduate Research Fellowship; Honors Thesis – Awazeeh: Oral histories of Pakistani-American women; Cactus Outstanding Student; National Merit Scholar Finalist, a full-tuition scholarship.

CERTIFICATIONS

- JobPrepped, Digital Marketing (covers social media, email, PPC and SEO marketing), Current Enrollment
- HubSpot Academy, Content Marketing, February 2024.
- Full Spectrum Storytelling Intensive, UnionDocs, 2016.

SELECT AWARDS

- "Burst pipes cripple BCC," First Place, Feature, Metro New York Labor Communications Council, 2020.
- "Twitter campaign #BrooklynCollege spurs repairs," First Place, Saul Miller Award, International Labor Communicators Association, 2016.
- "City College, Selma, Montgomery," First Place, Historical Feature, Metro New York Labor Communications Council, 2015.
- "Hunter professor helps bring down Confederate flag," Second Place, Contemporary Feature, Metro New York Labor Communications Council, 2015.
- "Militant action highlights contract fight," Second Place, Best News Writing, Metro New York Labor Communications Council, 2015.
- "Muslim students want answers on surveillance," First Place, Feature Writing, Metro New York Labor Communications Council, 2017.
- "Rats invade York College," First Place, News Writing, Metro Labor Communications Council, 2017.
- "South Georgia immigration series," Best Series Reporting, Georgia AP Broadcast Awards.
- "9/11: then and now in Atlanta," Best Staff Coverage, Georgia AP Broadcast Awards.
- "Sunnis and Shiites, a street apart," Best of Portfolio, NYU School of Journalism.