

KRIS M. WERNOWSKY

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WHAT SETS ME APART

- 18 years of professional experience in content strategy, creation and optimization in print and digital publishing.
- Award-winning researcher, writer and editor specializing in public affairs, entertainment, finance and legal subjects.
- Passionate about building high-impact communications across multiple channels (print, social, web, mobile).
- Efficient collaborator trusted to manage output in a deadline-driven work environment—while keeping a sense of humor!

HIGHLY RELEVANT EXPERIENCE

Senior Content Producer — Paradowski Creative // Aug 2022-present

- Oversee content creation for clients, including print, web and social content and video production.
- Serve as one of the chief creators of a documentary series on agriculture's impact on climate change.
- Partner with strategists, directors and other creatives to understand the potential impact of artificial intelligence on creative careers.
- Work with a diverse group of clients of all sizes, developing product names, creative social campaigns and content suites.

Statehouse&Politics Editor — Cleveland.com/The Plain Dealer // June 2021-July 2022

- Supervised a team of reporters covering state and federal politics for cleveland.com, overseeing all aspects of digital production.
- Strategized the best ways to capture and tell compelling stories through words, audio, images and video.
- Curated a high-quality daily politics newsletter that built an organic subscriber base of more than 30,000 readers.
- Adapted and optimized content across multiple platforms to drive audience engagement and boost search.

Criminal Justice Editor — Cleveland.com/The Plain Dealer // June 2014-June 2021

- Oversaw all aspects of breaking news and coverage of civil-rights and criminal justice reform issues for the largest newsroom in Ohio.
- Co-hosted daily general-interest podcast centered around politics that grew to more than 20,000 downloads a month.
- Managed coverage of a massive civil-rights scandal in our jails that resulted in the conviction of several public officials.

Co-founder & Producer — Flyover Comedy Festival LLC // Aug. 2016-2020

- Co-founded Flyover Comedy Festival LLC, a non-profit organization that organized and produced St. Louis' first comedy festival.
- Grant writing, talent booking, volunteer coordination, budget management, sponsor solicitation and show scheduling.
- Oversaw marketing strategy and social media planning for a successful three-day festival involving 100 performers, more than 20 standing-room only shows.

Digital News Director & Assignment Editor, KHQA-TV in Quincy, Ill. // Jan. 2012-June 2014

- Managed all newsroom social media accounts, CMS, mobile applications; oversaw SEO and Google Analytics.
- Planned, edited and developed content for various platforms including print, social media and mobile.
- Helped junior reporters develop skills including interviewing, open records and database reporting.

Legal Affairs Reporter, Pensacola News Journal // June 2007-July 2011

- Award-winning work included investigations into Florida's mortgage system collapse, the BP oil spill, the Affordable Care Act legislation lawsuit, high-profile murders and data projects.
- Covered state judicial matters and federal district court in Northern Florida; interpreted complex legal documents.

OTHER EXPERIENCE

Freelance music business writer for The Riverfront Times of St. Louis, Mo. // July 2011-June 2014

Freelance legal writer for St. Louis-area Patch websites // July 2011-Jan. 2012

Higher education and political reporter for the Times Leader of Wilkes-Barre, Pa. December 2004-May 2007

City government reporter at The Register Mail in Galesburg, Ill. // Feb. 2004-Dec. 2004

Police and feature-writing intern at Journal Star in Peoria, Ill. // March 2003-Jan. 2004

EDUCATION // Western Illinois University, Bachelor's degree. Major in journalism / minor in broadcasting (2003).

ACHIEVEMENTS & ACTIVITIES

- Awards for news writing and content creation, including Iowa Broadcast News Association, honorable mention for overall excellence (2014). Illinois Broadcast News Association, 2nd place for best newscast (2012). Florida Society of Newspaper Editors, 3rd place for business reporting (2009). Mothers Against Drunk Driving, Award for Excellence for DUI series (2008). Keystone Press Association, 2nd place for news feature writing and honorable mention for ongoing coverage (2007), and 1st place for spot news coverage (2006). Associated Press Managing Editors, 2nd place for team coverage in public service reporting (2007) and 2nd place for team coverage in general news reporting (2006). National Headliner Award, 3rd place in Best in Show category for coverage of East Cleveland police chases that led to more than a dozen indictments (2022).

PROFICIENCIES // Adobe Creative Suite, including Premiere and After Effects; Microsoft Office; digital content management systems; social media, including Twitter, Facebook, Instagram, Snapchat and TYLT. Content analytics, Parse.ly Google Analytics and CrowdTangle; Midjourney AI, ChatGPT, Google Colab

REFERENCES

Terry Stewart, Executive Creative Director, Paradowski Creative	(314) 497-3208
Tom Nations, Creative Director, Paradowski Creative	(314) 495-4466
Chris Quinn, President, Advance Ohio	(216) 316-7001
Henry Gomez, National Politics Reporter, NBC News	(216) 310-2544
Ryan Heinz, Senior Information Specialist, Federal Reserve Bank	(314) 604-0975
Chris Ward, Associate Creative Director, Paradowski Creative	(217) 322-7653