

# tom steele

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## CONTACT

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- @tomsteele

## EDUCATION

### Lehigh University, 2005

- Bachelor of arts in journalism
- Bachelor of arts in economics

## SKILLS

- Adobe Creative Suite
- Arc
- Associated Press style
- Backgrounding
- CCI NewsGate
- Editing
- G Suite
- Headline writing
- HTML
- Microsoft Office
- SEO
- Slack
- Traffic analytics tools
- WordPress

## AWARDS

- Was a member of *The Dallas Morning News'* team covering the July 7, 2016, ambush that won top honors from the National Headliner Awards and was a Pulitzer Prize finalist.

## EXPERIENCE

### *The Dallas Morning News*

#### Breaking News Producer (February 2016–present)

- Write dozens of stories each month covering breaking news in the Dallas-Fort Worth area, Texas and beyond, maintaining a sharp eye for what topics will connect with readers.
- Consistently lead the newsroom in key readership metrics, including page views, returning visitors, engaged time and subscription conversions.
- Edit other breaking news reporters for accuracy, fairness, clarity and tone; assist editors in directing breaking news coverage.
- Coordinate with audience producers to create eye-grabbing alerts, craft engaging headlines and promote stories online.
- Assist in maintaining a daily budget of stories for the newspaper.
- Oversee two to seven interns, serving as a primary editor, coach, resource and sounding board.
- Perform rewrite duties on top stories, including Muhlaysia Booker's death and a gunman opening fire on a downtown Dallas courthouse.

#### Backfield Editor (March 2012–February 2016)

- Determined article selection and placement for the newspaper's state, national, world and business sections; edited stories under intense deadline pressure.
- Managed publication of breaking news on dallasnews.com.

#### Assistant iPad Editor (January 2011–March 2012)

- Launched and maintained a curated iPad app; worked closely with other departments to troubleshoot problems and brainstorm ideas.

#### Copy Editor (March 2007–January 2011)

- Edited stories for style, grammar, clarity, fairness and accuracy.
- Maintained dallasnews.com on nights and weekends.

### *The Florida Times-Union*

#### Copy Editor (October 2005–March 2007)

- Edited stories for style, grammar, clarity, fairness and accuracy.
- Designed, edited and proofread nine community newspapers.

### *Cape Cod Times*

#### Copy Editing Intern (May–August 2005)

### *Lehigh Valley Magazine*

#### Editorial Intern (May–July 2004)