

CASSIDY GROM

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Experience

Nov. 2022 - Present

Web Designer (freelance)

NJ Spotlight News & various clients

- Designed expansive environmental reporting project
- Hacked CMS to create reusable interactive elements
- Used product-thinking to nudge newsroom into data-viz & mobile-first products
- Consulted with newsrooms and other organizations on user experience & ADA compliance

Nov. 2022 - Present

Speech Writer (full time)

State of New Jersey, Department of Children and Families — Trenton, NJ

- Write speeches for government officials, and press releases for the public
- Initiated overhaul of website (in-progress)

Jan. 2022 - Nov. 2022

Policy & Communications Coordinator

Office of the Mayor — Edison, NJ (population 107K)

- Managed four individuals on a cross-disciplinary team & \$800K budget
- Coordinated all public messaging, including press releases and emergency SMS alerts
- Founded seasonal magazine (100k subscribers) & biweekly e-newsletter (30k subscribers)

Dec. 2019 - Dec. 2021

Developer & Designer

NJ.com & The Star-Ledger — Woodbridge, NJ

- Used HTML, CSS, Javascript to take stories from concept to wireframes to publication
- Created more than 20 interactive news apps & data projects
- Use art directing skills to guide photographers, illustrators & reporters toward web products
- Created custom cost-saving templates, backend tech & trained coworkers how to use them
- Built the NJ's first coronavirus tracker, weeks before the State created a tracking system

June 2018 - Dec. 2019

Reporter

NJ.com & The Star-Ledger — Woodbridge, NJ

- Published scoops, asked the hard questions & held powerful people accountable
- Hung out with young nuns and wrote about it

Sept. 2017 - Dec. 2017

Digital Intern

New York Daily News — New York, NY

May 2016 - Aug. 2016

Graphic Design Intern

Ambassador Enterprises — Fort Wayne, IN

Education

Nov. 2019 - May 2020

Rutgers Coding Bootcamp

Somerset, New Jersey — Certificate in Full-Stack web development

Aug. 2014 - May 2018

Taylor University

Upland, IN — B.A. in Journalism, Graphic Design Studies, Honors Program, dodgeball captain

Skills

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|----------------------|------------------------|------------------|
| - HTML/CSS | - FOIA requests | - Graphic Design |
| - User Experience | - Seminar Facilitation | - Wire framing |
| - Project Management | - Art Directing | - Adobe Suite |
| - Data Viz | - Reporting | - AP style |

Awards

- 2021 - International News Media Association's "30 under 30" award
- 2021 - Poynter-Koch Media Fellow
- 2020, 2021 - Online News Association Design Finalist
- 2019 - NJPA Robert P. Kelly "rookie reporter of the year" award
- 2018 - SPJ Robert D.G. Lewis First Amendment award