

Valerie Kellogg

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Summary

Accomplished editor, writer and content creator with more than 15+ years of experience across digital, print, broadcast and social media platforms. Proven newsroom leader mentoring teams of writers, designers and editors, driving production from start to finish, and overseeing projects in deadline-driven environments.

Professional Skills

- Writing
- Reporting
- Digital and Print Publishing
- Editorial Strategy
- Content Creation

Career Highlights

Editor and Content Creator, Newsday

- Directed the vision for 30 niche digital/print publications and themed sections reaching 36 million readers annually.
- Designed and edited Newsday's 1-million circulation weekly for four consecutive years until 2024 close.
- Spearheaded social media efforts, creating Facebook groups and introducing the department to Instagram.
- Developed department's first content style guide.
- Championed grassroots awareness and networking campaign with local Chambers of Commerce.
- Recognized with international, national, state and local awards, including recent honors from INMA and the New York State Publishers Association.

Deputy News Editor, Newsday

- Led creation, curation and production of articles, packages and blogs across platforms with a digital-first strategy.
- Pioneered the development of a major editorial section.
- Partnered with a local cable TV 24-hour news station to produce and appear in dozens of live and taped segments.

Op-Ed Editor, Newsday

- Scouted for new voices, then ideated, assigned and edited their opinion pieces.
- Participated in editorial board interviews with prominent national, state and local politicians.
- Interviewed politicians, thought leaders and policy makers for opinion-based features.

Work History

Freelance Editor, Writer and Content Creator

December 2024 - Present

Clients include Newsday, The Real Deal, House Digest, Toloka, and TransPerfect.

Newsday Media Group, Melville, NY

June 2000 - December 2024

Education

- Master's in Journalism, Columbia University, New York, NY
- Bachelor's in Art History, LIU Post, Brookville, NY