

VALERIE KELLOGG

JOURNALIST

CONTACT

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PROFESSIONAL SUMMARY

Award-winning editor, writer and multimedia strategist with 15+ years of success across digital, print, TV and social media. Known for a sharp editorial eye, compelling storytelling and bringing out the best in contributors. Specializes in real estate and home coverage, delivering high-impact content that drives engagement and builds audience trust.

EDUCATION

COLUMBIA UNIVERSITY

- Master's in Journalism

LIU POST

- Bachelor's in Art History
- Minor in Journalism

SKILLS

- Story Editing
- Article Assigning
- AP Style Mastery
- Team Leadership
- Art Direction
- Content Management Systems
- Writing and Reporting
- AI Content Editing
- Book Editing

CERTIFICATE

- NYU Modern Journalism, Yellowbrick.co course (on scholarship; in progress)

WORK EXPERIENCE

Freelance Writer, Editor and Content Creator 2024 - PRESENT

- Clients include Newsday, the New York Post, The Real Deal, House Digest, Drake Media Studios, Toloka, and DataForce by TransPerfect.

Newsday

2000 - 2024

Editor and Content Creator

- Directed the vision for 30 niche publications and themed sections.
- Designed and edited Newsday's 1-million circulation weekly.
- Spearheaded social media campaigns.
- Developed department's first content style guide.
- Recognized with recent honors from INMA and the New York State Publishers Association.

Deputy News Editor

- Led creation, curation and production of short and long-form articles, packages and blogs across platforms with a digital-first strategy.
- Pioneered the development of a major editorial section covering homes and real estate.
- Consistently broke exclusive real estate stories.
- Partnered with cable TV 24-hour news network to produce and appear in dozens of live and taped segments, including one dedicated to Long Island and Hamptons luxury real estate that ran for five years.

Op-Ed Editor

- Recruited and mentored new writers for opinion pieces.
- Edited opinion-based content, including political columns.
- Conducted interviews with national, state and local policymakers and thought leaders to produce opinion-based features.