

# Justin Sablich

Cross-platform Journalist



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“ Justin is a gifted, creative digital storyteller. He has original ideas and has the technical facility to fashion a story in an accessible way.

*Monica Drake,  
Assistant Managing Editor  
at The New York Times*



“ Justin is a patient coach who helps others learn new skills, while always staying one step ahead of the next big idea.

*Amy O'Leary,  
VP of Media at Headspace*



“ Justin has been one of the kindest, most good-natured people I've ever worked with, and one of the hardest workers, no matter the difficulty of the situation.

*Nathan Ashby-Kulhman,  
Senior Editor at The New York Times*



“ He's a dream colleague – eager to learn and teach, always thinking of new, innovative ideas and an excellent collaborator.

*Talya Minsberg,  
Social Strategy at The New York Times*

## CAREER SUMMARY

11+ years experience as a writer, editor and multimedia producer at The New York Times & elsewhere.

- Expert-level experience in travel and sports journalism
- Orchestrated digital strategy for two editorial departments
- Achieved growth in key metrics through audience development
- Mentored teams of writers, editors and producers
- Trained colleagues on best digital and social media practices

## EXPERIENCE

### THE NEW YORK TIMES, New York, NY

**Contributing Writer and Social Media Editor**, 09/2016 – Present

- Write service-oriented travel articles and create social-first content
- Manage @nytimestravel Twitter and Facebook accounts

### NEWS GUILD OF NEW YORK, New York, NY

**Digital Content Consultant**, 01/2017 – Present

- Provide written content focused on tech and best digital media practice
- Developed strategy to overhaul audience development practices

### 5THDOWNFANTASY.COM, New York, NY

**Editor In Chief**, 07/2016 – Present

- Oversee marketing, audience development and content strategies
- Manage staff of freelance writers; write weekly articles

### THE NEW YORK TIMES, New York, NY

**Senior Digital Editor (Sports and Travel)**, 07/2006 – 09/2016

- Coordinated sections' daily digital report on all platforms
- Wrote and edited hundreds of articles and blog posts
- Produced several original video series
- Orchestrated web coverage for major live events
- Fostered successful collaborations with several newsroom teams
- Revitalized social media strategy for daily reports and special projects
- Grew travel page views by 34%; reduced bounce rate by 50%

## RELEVANT COMPUTER SKILLS

Analytics (multiple programs); Video Editing (Adobe Premiere); Photo Editing (Photoshop); Audio Editing (Pro Tools); Web Design (HTML and CSS)

## EDUCATION

**M.S. New Media**, Syracuse University, 2005 – 2006

**B.A. Communication Studies**, SUNY Cortland, 2002 – 2005