

SOPHIA VOIGHT (she/they)

MULTIMEDIA JOURNALIST



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EXPERIENCE

The Post-Crescent / USA TODAY NETWORK

Appleton, WI

Local government and politics reporter

Feb. 2022 - present

- Helped launch a statewide midterm project where we hosted listening sessions and conducted surveys to put voters and their policy concerns at the helm of our election coverage
- Uncovered elected official's anti-transgender comments resulting in official censure from county board and creation of diversity organization
- Collaborate with statewide government and politics team to provide comprehensive election coverage and investigate public policy

Hastings Star Gazette

Hastings, MN

News Reporter

July 2021 - Feb. 2022

- Helped relaunch a digital newspaper and got page views up to 70,000 a month by implementing search engine and web optimization tools
- Wrote two stories a day on topics including local government, business, schools, crime and person-of-interest
- Posted stories to newspaper's Facebook page with enticing captions to develop social media presence and increase site traffic

The Green Laker

Green Lake, WI

Features Writer

April 2021 - Sept. 2021

- Responsible for seven features each issue for a bi-weekly summer publication which covered nine rural communities
- Took compelling photos and tabloid cover images and edited them using Adobe Photoshop
- Highlighted thriving rural art community, spotlighting innovative creatives and their work

The Advance-Titan

Oshkosh, WI

News Editor

Sept. 2020 - May 2021

- Collaborated with 10 reporters, photographers and graphic designers to create high-quality and intriguing content on deadline
- Designed layouts for up to four pages using Adobe InDesign for a weekly print publication
- Recruited reporters and taught them inverted pyramid, AP Style and interviewing skills

Jan. 2021 - Aug. 2021

Opinion Editor

- Edited columnists' stories for content and AP Style and generated compelling headlines, subheads and cutlines

Sept. 2019 - Dec. 2019

News Reporter

- Dug through public records and badgered landlords to expose dangerous rental housing violations in college apartments
- Reacted quickly to breaking news and completed stories in a timely response

Oshkosh, WI

The Oshkosh Electorate

Sept. 2020 - Dec. 2020

Political Blogger

- Developed a WordPress website to provide nonpartisan coverage of local and state elections
- Designed artwork and data visuals for blog posts using Adobe Photoshop and Illustrator
- Dug through 10 years of election results to deliver complex analysis of Oshkosh's constituency and voting patterns

EDUCATION

University of Wisconsin Oshkosh

Bachelor of Arts

Major: Multimedia Journalism (ACEJMC)

Graduation date: May 2021

2022 Solutions Journalism Training

2023 Advancing Democracy Fellowship

SKILLS

- Four years of comprehensive experience writing, editing and reporting
- Proficient in AP Style
- Microsoft Office - Word, Excel and PowerPoint
- Adobe Photoshop, InDesign and Premiere
- Digital and iPhone photography skills
- Social media: Facebook, Twitter and Instagram
- Adept in WordPress, Wix and Squarespace
- SEO and writing for the web
- Skilled in data visualization and data scrapping
- Interviewing in person, over the phone, through email and over Zoom
- HTML and front-end website development

HEADLINES

Top-ticket Republican candidates lose ground in northeast Wisconsin counties as they fail to swing independent voters

-USA TODAY NETWORK-Wisconsin

These Gen Z candidates never considered running for office. Now they're trying to flip their deep red districts blue in the midterms.

-USA TODAY NETWORK-Wisconsin

Wisconsin could be raking in all the cash that out-of-state marijuana dispensaries are making off Dairy State residents

-USA TODAY NETWORK-Wisconsin

As disparities for Black inmates in Outagamie County Jail persist, a nonprofit is looking into why

AWARDS & ACTIVITIES

- 2020 WNAF Collegiate Better Newspaper Contest awards — 2nd and 3rd place in public affairs reporting and honorable mention in editorial writing
- Titan LeadHERship Award, UW Oshkosh, Spring 2021
- Photo Club, UW Oshkosh, Fall 2019 – Spring 2020