

Laura E. Davis

Assistant Professor of Professional Practice, USC Annenberg School of Journalism

I am a digital news editor and manager who's spent my career making newsroom innovation achievable and sustainable. I've developed digital strategy at the Los Angeles Times and Yahoo News, and I was on the team that launched the award-winning BuzzFeed News app. At the University of Southern California, I built the digital arm of the student newsroom, developed award-winning products and experiments and teach social media, audience engagement and product development classes. I also launched a first-of-its-kind copy editing chatbot and co-authored a study on its educational effects, all while pursuing my master's degree in communication.

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WORK EXPERIENCE

Assistant Professor of Professional Practice USC Annenberg School of Journalism

02/2016 - Present

Achievements/Tasks

- R&D director for student newsroom and journalism curriculum
- Teach courses on social media storytelling, product development, audience engagement and narrative gaming
- Oversaw digital strategy and experimentation for USC Annenberg's newsroom; managed hundreds of students and the development of all digital properties

Editor, Mobile News

BuzzFeed News

02/2015 - 01/2016

Achievements/Tasks

- Part of the team that developed and launched the award-winning BuzzFeed News app on iOS and Android
- Oversaw the app's social share UX
- Improved the app's industry-influencing push alert strategy
- Managed the mobile team in Los Angeles

Deputy Mobile Editor

Los Angeles Times

05/2013 - 01/2015

Achievements/Tasks

- Managed daily production of mobile website and app
- Member of the social media team focused on breaking news and mobile-first social networks
- Increased The Times' mobile and social media reach by developing and implementing breaking news workflow

Editor

Yahoo News

07/2009 - 05/2013

Achievements/Tasks

- Managed Facebook, Twitter, Google+ and Tumblr accounts, growing the audience by more than 2 million fans/followers
- Editor on the politics desk during 2012 election
- Wrote original stories on Supreme Court, same-sex marriage and elections
- Edited blogs on 2010 midterm elections and 2011 royal wedding

PROFESSIONAL PROJECTS

Stylebot (11/2017 - Present)

- Co-creator and product manager of newsroom copy editing chatbot currently used by professional and student newsrooms
- Co-authored study on effects of the bot on journalism education

Trusting News (01/2017 - Present)

- Led Annenberg Media's participation in a nationwide research project on trust in news
- Hired as a Trusting News coach, training newsrooms to actively earn trust and developing the program's Trust 101 course

The Rundown (08/2017 - Present)

- Led students in the creation and production of a weekly news digest published on Instagram, Alexa and as a newsletter
- The product has won numerous awards, including one for a newsletter experiment on news fluency

Annenberg Media news app (03/2017 - Present)

- Product manager for student-produced news app on iOS and Android

Media Center Lab (08/2016 - Present)

- Creator and editor of Medium publication where USC Annenberg students share newsroom experiments

EDUCATION

B.A., Journalism and English

University of Southern California

08/2004 - 05/2008

Awarded Outstanding Undergraduate Print Journalism Student

M.C.G. Candidate,

Communication Management

University of Southern California

08/2017 - Present

Relevant coursework

- Wrote research paper on impact of Facebook algorithm on 2016 election
- Conducted research on science-focused Twitch channel

VOLUNTEER EXPERIENCE

Journalism Advisor

YMCA Youth & Government

02/2006 - 02/2019

Taught journalism to California high school students in a program designed for hands-on learning about U.S. democracy