

Career Journey: From Journalist to Product Strategist.

Hello, I'm Mariah.

Career timeline

EBONY[®]

JET



CRAIN COMMUNICATIONS



McCLATCHY

WSJ

Editorial Intern

- Interviews
- Research
- Writing (print & web)
- **Social media strategy & distribution**

Social Media Intern

- **Social media strategy & distribution**
- Reporting
- **Collaboration with audience development, marketing**

Audience Development, Engagement

- Data analysis
- Project planning
- **Cross-functional collaboration**
- Email and social media marketing
- **Digital strategy**

Product Manager

- Data analysis
- Project planning
- **Cross-functional collaboration**
- **Digital strategy**
- **Writing**

Senior Product Manager

- Research
- Interviews
- Roadmapping
- Stakeholder management
- Technical understanding
- Agile methodologies

A product manager oversees the development and success of a product or service from conception to launch and beyond.

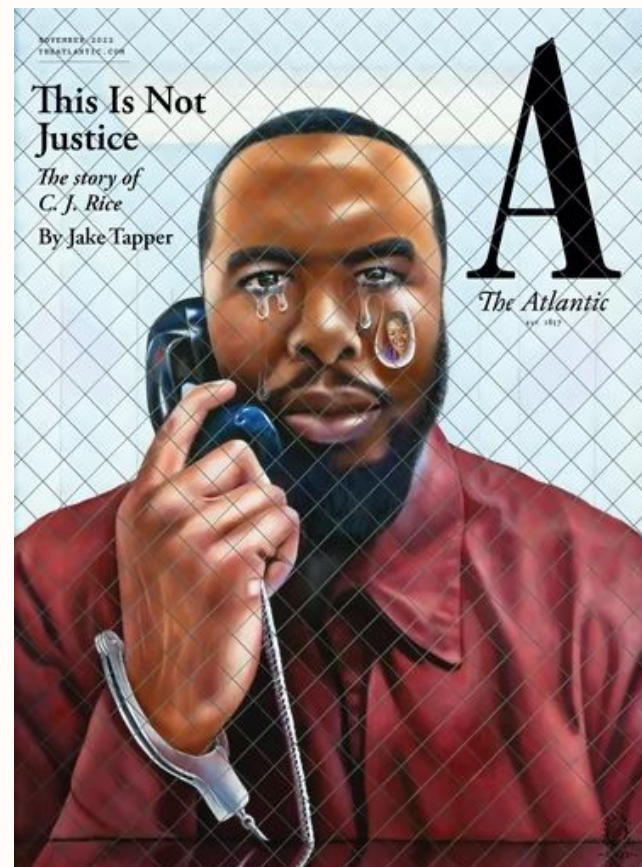
Currently...

The Atlantic

Executive Director of Product

- Oversee product strategy for subscriber experience, features, and products
- Manage and mentor a team of product managers
- Lead a cross-functional team of product managers, product designers, engineers, and data scientists focused on achieving outcomes
- Influence culture and workflows to make our work more enjoyable, efficient
- Manage stakeholders from across the organization to achieve goals

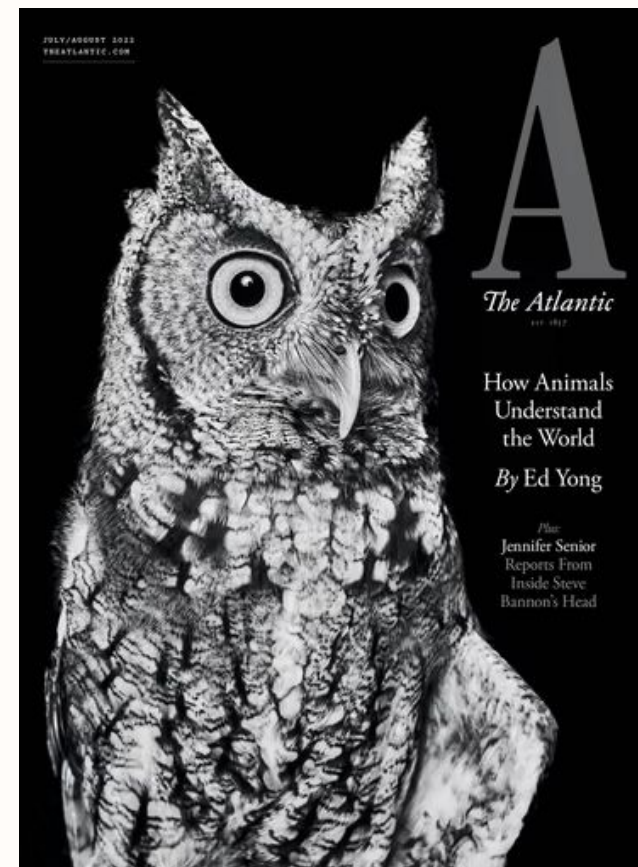
Rigor in the pursuit of truth.



Diversity of viewpoints.



Curiosity and humility.



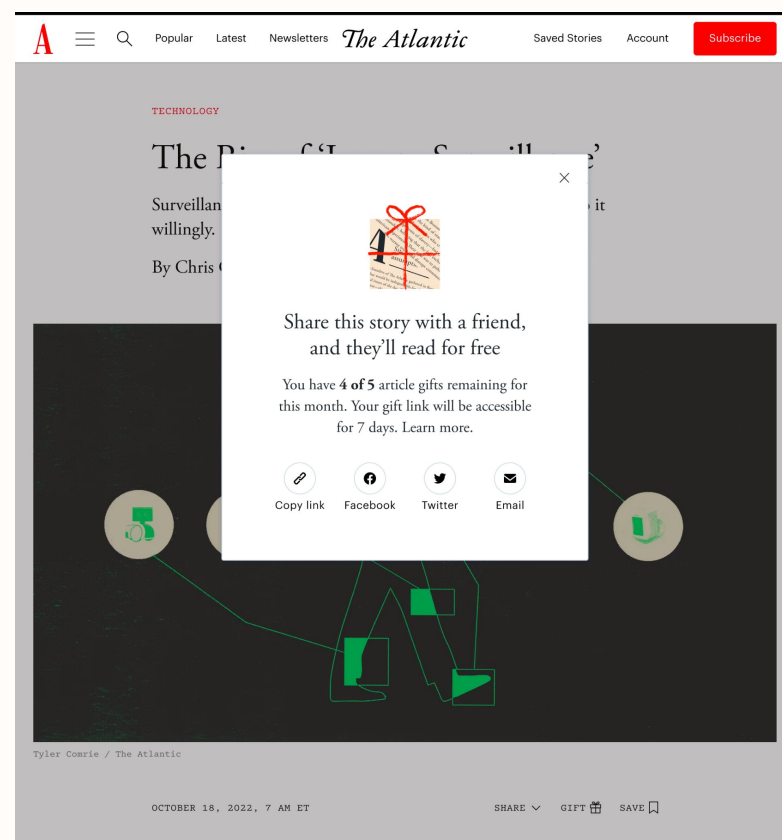
Complex ideas, clearly expressed.



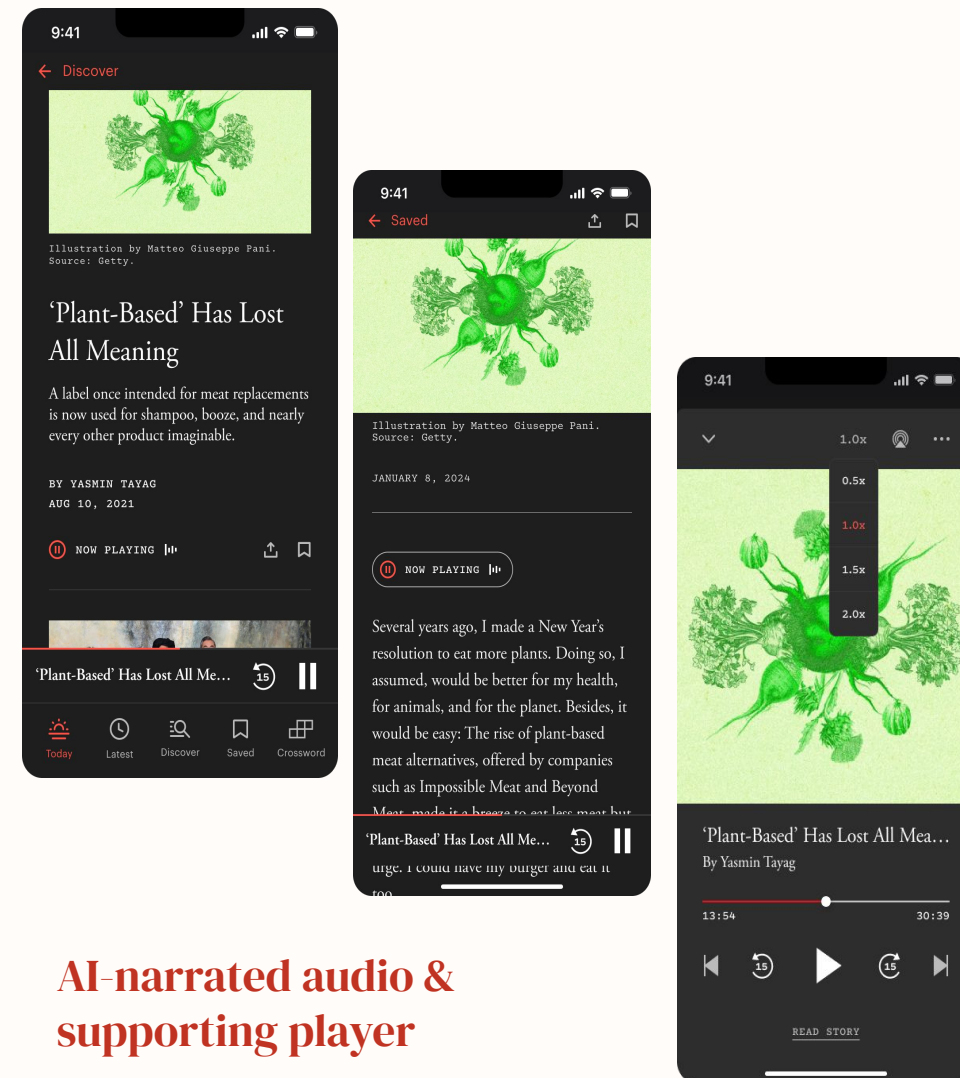
Quality.



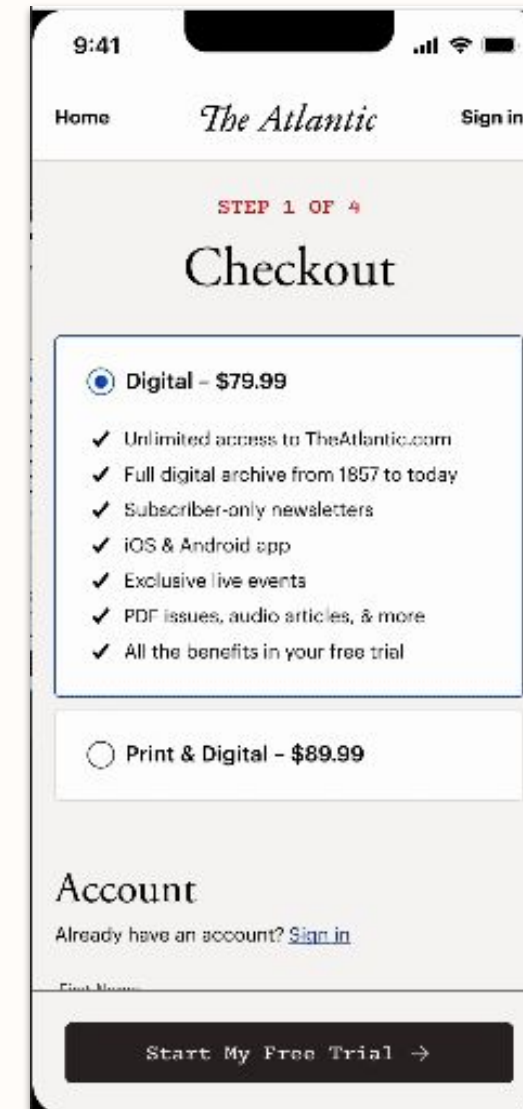
Things we do...



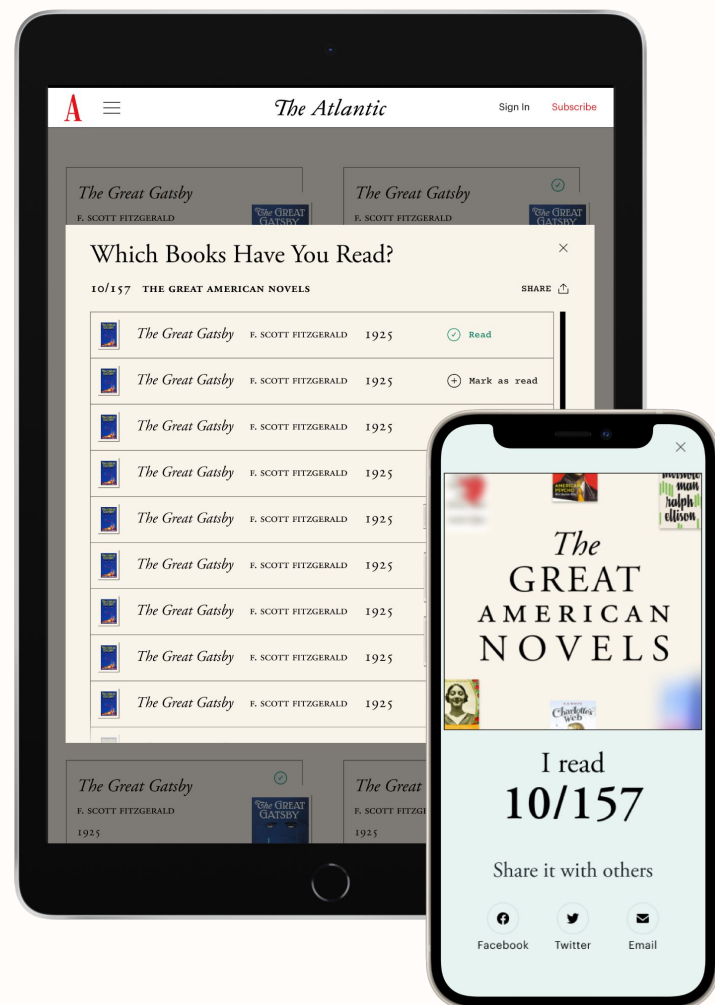
Article gifting



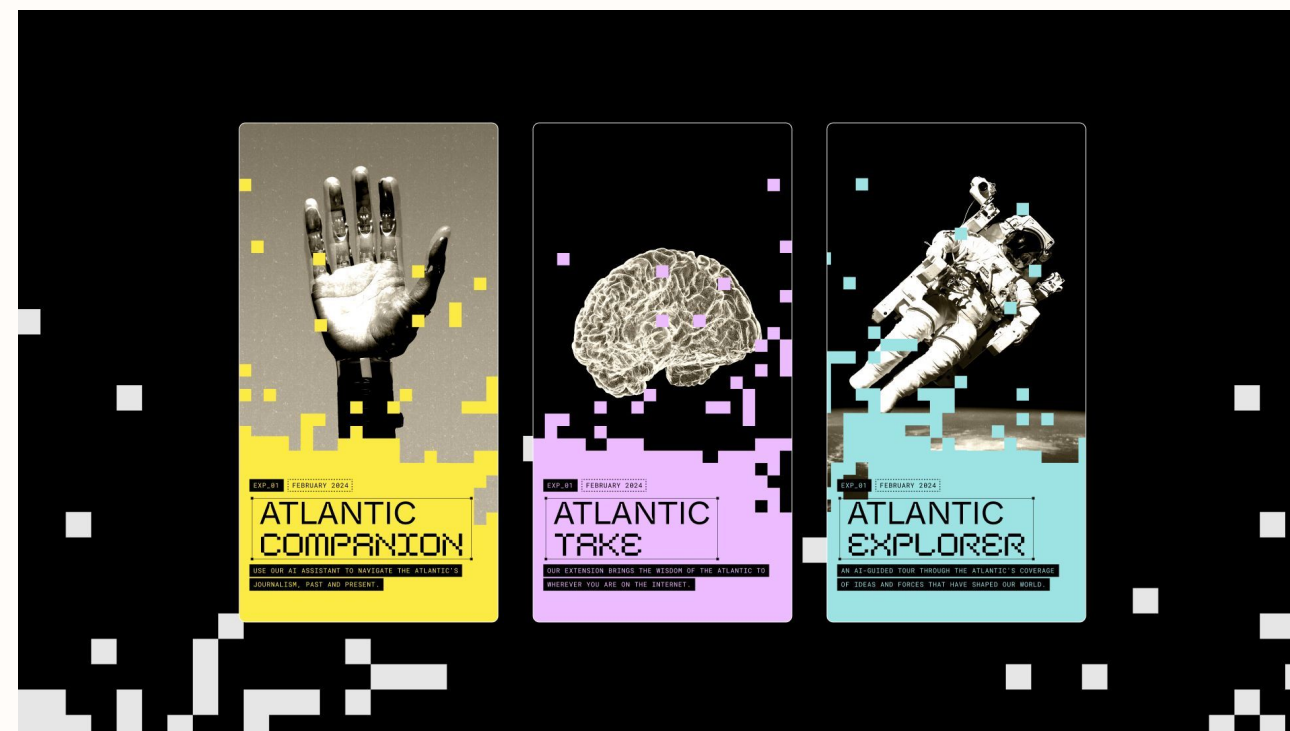
AI-narrated audio & supporting player



Checkout and onboarding UX



Utility features for editorial projects



Research & development (Atlantic Labs)



Group subscriptions

**Transferable
skills.**

Transferable Skills

- **Clear communication**
- **Precise writing**
- **Interviewing**
- **Empathy**
- **Ability to spot trends in,
interpret data**

New Skills

- **Project planning**
- **Business strategy**
- **Technical understanding**
- **Public speaking**
- **Brainstorming/ideation**
- **Agile methodologies**

Tips for career
transitions.

Tips for career transitions

Network inside

Shadow others. Learn how other parts of the business work.

Stay flexible

Be open to unplanned paths.

Know your “north star”

Understand your motivations, your why.

Don't discount your value or skills

There is value in journalism experience.

Thanks! Questions?

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