

# PAUL O'DONNELL

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**SKILLS:** NEWSROOM MANAGEMENT, STAFF RECRUITMENT AND DEVELOPMENT, CONTENT MANAGEMENT SYSTEMS AND WEB PUBLISHING, WRITTEN AND ORAL COMMUNICATION, DIGITAL METRICS AND WEB ANALYTICS TOOLS, EDITING AND WRITING, PUBLIC RECORDS AND DATA ANALYSIS, DATA VISUALIZATIONS, BUSINESS INTELLIGENCE

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## EXPERIENCE

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### TEXAS A&M UNIVERSITY

College Station, Texas

Professor of practice in journalism | 2024 to present

- For the 2024 fall semester, I'm teaching Media Writing I -- a required writing intensive course in the university's re-established bachelor's degree in journalism.

### THE DALLAS MORNING NEWS

Dallas, Texas

Business Editor | 2015 to 2024

- Executed digital-first transition by 16-member business news team, introduced new storytelling and social media skills, and devised metrics-driven approach to reporting.
- Rebuilt business team after major internal reorganization by recruiting, hiring and training the most diverse staff in the newsroom.
- Conceived and launched daily business newsletter and weekly real estate newsletter, which recorded a 300 percent increase in its first year.
- Spearheaded increases in page views, return visitors and engaged minutes with business content each year, and produced newsroom-leading digital subscriptions in 2017 from real estate coverage.
- Launched audience engagement initiatives, such as walking tour of Dallas development projects for Facebook group subscribers and bilingual personal finance call-in with NBC and Telemundo affiliates in Dallas.
- Headed newsroom's metro and politics news team during summer 2018 to fill void when news vertical editor unexpectedly departed.
- Directed award-winning reporting projects and major breaking news coverage, such as fatality aboard Southwest Airlines Flight 1380, Dallas' unsuccessful bid for Amazon HQ2 and immigrant surge at the U.S.-Mexico border.

## **DALLAS BUSINESS JOURNAL**

**Dallas, Texas**

Editor-In-Chief | 2014-2015

- Headed digital-first transition for business news weekly by increasing urgency of online posts and raising quality of storytelling.
- Doubled digital traffic to business content with emphasis on breaking news exclusives and use of dayparting metrics to effectively schedule content for peak daily traffic periods.
- Recruited managing editor, special sections editor and reporter to elevate journalistic excellence.
- Pioneered new audience-building events, including research-driven Middle Market 50 to recognize fastest-growing companies.
- Directed real estate coverage that resulted in newsroom's first national reporting award.

## **THE DALLAS MORNING NEWS**

**Dallas, Texas**

Digital Storytelling Team Leader, iPad App Editor, Assistant Business Editor | 2009-2014

- Created and guided multi-discipline team of news, photo, video, interactive design and data journalists that introduced digital storytelling techniques to Dallasnews.com.
- Developed and launched *The News'* inaugural native iPad app and built its audience to peak of 1.2 million monthly page views and 74,000 downloads.
- Directed reporting team covering the economy, small business, retail and technology.
- Launched weekly data visualization conveying stories about Dallas' vibrant economy through charts, maps, lists and enlightening comparisons to peer cities and border states.

## **THE CLEVELAND PLAIN DEALER**

**Cleveland, Ohio**

Business Editor, Deputy Metro Editor, Bureau Chief | 1990-2008

- Raised performance of veteran business news team by emphasizing compelling enterprise reporting, introducing weekly features for niche audiences and instilling a sense of urgency online.
- Created a business section that twice earned SABEW Best-in-Business for being among nation's best.
- Directed reporting efforts that won national and state awards in National Headliners, National Press Foundation, Ohio APME and New York State Society of Certified Public Accountants contests.
- Headed 17-editor metro desk as deputy editor and jump-started newsroom's daily reporting on politics, education, government, science and medicine, courts and crime, and local communities.
- Conceived and launched a prototype suburban news bureau model that was replicated in nine counties.

## THE NEWS-HERALD

Willoughby, Ohio

Executive Editor, Managing Editor, City Editor, Assistant City Editor, Reporter | 1983-1990

- Directed reporting efforts that won state awards in Ohio, including coverage of the Kirtland cult killings and a series of stories examining fatal highway crossover accidents that resulted in the installation of median barriers.
- Rose to executive editor of this mid-sized Ohio newspaper by age 30.

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## EDUCATION

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### BOWLING GREEN STATE UNIVERSITY

Cum laude graduate with bachelor's degree in journalism; minor in political science. Served as managing editor, assistant managing editor, editorial page editor and minority affairs reporter at *The BG News*.

### KENT STATE UNIVERSITY

Taught introductory beat reporting class, won faculty grant to develop business journalism class, conducted business reporting workshop for campus NPR radio station, completed one year of study toward master's degree in media convergence.

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## PROFESSIONAL SERVICE/RELATED EXPERIENCE

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- Society of American Business Editors and Writers Best-In-Business Awards: Served as judge in breaking news, television reporting, video storytelling, retail reporting and enterprise categories.
- Gerald Loeb Awards for Distinguished Business and Financial Journalism: Served as chief judge in breaking news category.
- Donald W. Reynolds National Center for Business Journalism at Arizona State University: Chosen for fellowship on course development for business journalism professors.
- Nieman Conference on Narrative Journalism: Attended three-day conference while at *Cleveland Plain Dealer*.
- Mobile Journalism Conference: Attended three-day conference in New York City while serving as *Dallas Morning News* iPad app editor.

- “How to work with the media” panelist at National Association of Business Economics conference in Dallas in 2023.
- Presenter at Texas APME conference to describe development of *Dallas Morning News* iPad app.
- Regular guest speaker at journalism classes at University of North Texas and SMU and panel moderator at professional and community events.