

JJ Bailey

1235 Capri Drive St. Louis, Missouri 63126
jjbailey12@gmail.com | 573-864-1095 | jj-bailey.com

EDUCATION

University of Missouri - Columbia
BA Convergence Journalism
2005 - 2009

PLACES PUBLISHED

The New York Times
The Chicago Law Bulletin
Newsy
KMOV.com
EQ STL
ALIVE Magazine

TOOLS

Wordpress
Photoshop
Audition
Premiere
After Effects

EXPERIENCE

Podcast Lead and Digital Producer *KMOV-TV* 2015 - Present

Beginning with the BaseballSTL podcast in 2015, I began learning the coordination, production, and distribution methods needed to make a successful podcast. Since then, I've conceived and launched Meet St. Louis, and have two more podcasts in production; a five-part limited series and an ongoing investigative journalism series, both set to launch in 2020.

Lead Baseball Writer *KMOV-TV* 2013 - 2018
Baseball Writers Association of America member

After working between the news desk and the mobile development department at KMOV, I stepped in to help drive the Cardinals content beginning in 2013. While continuing to improve and develop our mobile app's features, I took over lead reporting, writing and editing duties in 2014. Since then, the traffic to the app has nearly tripled, we've added video elements and launched a podcast.

Freelance Writer *EQ STL, The Chicago Law Bulletin* 2014 - Present

I've written nearly a dozen stories for The Chicago Law Bulletin, profiling the country's top lawyers in multiple fields, including the civil defense lawyer in the 9/11 case against the airlines. EQ, is an publication focused on telling the story of St. Louis' tech startup ecosystem and the people behind it. During my time with the company, I reported and wrote dozens of stories for both the website and the magazine, including two cover stories.

Co-founder *BocaJump* 2010 - 2013

The site was designed to challenge established media outlets and focus coverage entirely on a single town, much like AOL's Patch. After designing and helping with the development of the site, I became the lead reporter. I was doing everything from covering city council meetings to writing features and columns while still maintaining design and development duties.

Technology Manager/Executive Producer *Newsy* 2010 - 2012

Originally hired to oversee improvements in workflow and technology usage, the role expanded quickly to editorial duties. By the end of my time, I had written and edited hundreds of story scripts and produced nearly 1,000 video stories. I also developed multiple series pitches for partners like Google and YouTube.

President + Designer *Late Nite Design* 2008 - Present

Late Nite Design Studio came to life in 2008. Since then we have made dozens of websites, posters, brochures and videos, and have amassed a collection of side projects too numerous to count. We consulted with multiple newspapers developing new media departments and oversaw the redesign of the Pierre Capital Journal.