

# Shelby Fishman

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## Editorial Experience

### Dow Jones

New York, NY

*Assistant Editor, MarketWatch Commerce*

Jan. 2024-present

- Edit stories and track monthly article cadence for MarketWatch partnered content
- Use traffic analytic tools such as Parsley and Google Analytics to help make data-driven decisions
- Promote MarketWatch Commerce's Apple News notifications five days a week
- Manage freelancers who edit partnered content

*Assistant Editor, Custom Content at Barron's Group*

Aug. 2022-Jan. 2024

- Wrote and published two articles per week for Mansion Global Boutique
- Conducted interviews with notable designers and real estate personalities
- Copy edited over 50 articles each month for MarketWatch partnered content

*MarketWatch Assistant Commerce Editor – Intern*

June 2021-May 2022

- Wrote, edited and produced financial content for web publication

### Modern Luxury

Atlanta, GA

*Editorial Intern*

May 2020-Aug. 2020

- Researched and wrote over 20 lifestyle articles for different city magazines including Hamptons Magazine, Modern Luxury Dallas and Vegas Magazine
- Conducted interviews for articles and fact-checked stories

## Production Experience

### American Enterprise Institute

Washington, D.C.

*Production Intern*

June 2023-Aug. 2023

- Created a variety of visual assets using Adobe Premiere and After Effects
- Assisted in video shoots with reputable AEI scholars, set up lighting and operated studio cameras

### SMU TV Daily Update

Dallas, TX

*Executive Producer*

Aug. 2020-May 2021

*Active Crew Member*

Jan. 2019-May 2021

- Produced the student-run newscast three days per week, stacked and created rundowns, and oversaw production of show scripts, videos and graphics
- Mentored and managed 30 to 40 beginner broadcast students each semester
- Operated front row positions like director, technical director and audio director

## Education

### American University

Washington, D.C.

*Master's in Journalism and Public Affairs*

Aug. 2021-Aug. 2022

GPA: 3.93

### Southern Methodist University

Dallas, TX

*Bachelor of Arts in Journalism*

Aug. 2017-May 2021