

# Shelby Fishman

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## Editorial Experience

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### Dow Jones

New York, NY

*Deputy Editor, MarketWatch Commerce*

Sept. 2025-present

- Execute high-volume editorial oversight, editing over 80 commerce articles monthly while maintaining a consistent output of two original stories per week under tight deadlines
- Create a monthly republishing schedule, cycling evergreen content to sustain high-volume traffic
- Spearhead a cross-channel marketing strategy, integrating high-performing MarketWatch Picks content into Dow Jones newsletters to maximize reach

*Assistant Editor, MarketWatch Commerce*

Jan. 2024-Sept. 2025

- Edited over 60 stories a month for MarketWatch Guides, ensuring alignment with brand standards
- Optimized daily user engagement by curating Apple News notifications for an audience of over 400,000, growing MarketWatch Picks' unique views on Apple News by 108% YoY
- Delegated and assigned weekly stories to freelancers and team members

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

Aug. 2022-Jan. 2024

- Copy edited over 100 articles each month for MarketWatch's partnered content
- Wrote two articles per week for Mansion Global's luxury e-commerce brand

*MarketWatch Assistant Commerce Editor – Part time*

June 2021-June 2022

- Polished, edited and web produced financial and consumer content, upholding editorial standards

### Modern Luxury

Atlanta, GA

*Editorial Intern*

May 2020-Aug. 2020

- Contributed over 20 editorial pieces to city magazines under the Modern Luxury umbrella

## Production Experience

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### American Enterprise Institute

Washington, D.C.

*Production Intern*

June 2023-Aug. 2023

- Assisted in video shoots with reputable AEI scholars and created visual assets using Adobe Premiere

### 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 using Avid iNews and oversaw production of show scripts, videos and graphics
- Mentored and managed 30 to 40 beginner broadcast students each semester

## Education

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### 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