

# Neal Mann

**@fieldproducer**  
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Experienced journalist, digital creative and content strategist with a track record of innovating in product and content across digital and broadcast media. I specialize in helping content organizations to innovate using science, data and design thinking to create new content types and products for the digital audience. I have experience across all areas of digital content, from video to social and design content and strategies based on testing, learning and potential monetization.

## **Key Digital Achievements**

### **Emmy Award Nominee 2014**

Conceived and co-produced Wall Street Journal project 'Prescribed' which was a 2014 Emmy Nominee in the New Approaches to News Documentary category

### **Loeb Award Nominee 2014**

Conceived and co-produced Wall Street Journal project 'Prescribed' which was nominated for a Loeb Award 2014

### **European Press Award Nominee 2014**

Conceived and co-produced 'Borderlands' a non linear video experience covering the war in Syria and its effect on the borderland of Turkey, shortlisted for the 2013 European Press Award in Innovation

### **Honorary Senior Lecturer University of Sheffield**

Lecturer to undergraduate and postgraduate students in the future of digital journalism and member of the University of Sheffield Journalism Department Advisory Board.

## **Thought Leadership**

### **Speaker**

SXSW Interactive Festival, Social Media Week New York, Social Media Week Sydney, BBC Social Media summit, News Rewired London, Storyology Sydney

### **Writing**

Medium - [The Great Journalism Innovation Problem](#)

Medium - [Building on the foundations of journalism](#)

## **Experience**

### **Editor**

**WSJ**

**July '15 - Present**

Editorial and advertising content strategy for WSJ and Dow Jones Media Group.

### **Key Achievements**

Developed Dow Jones Media Group video strategy as part of a three person specialist team. Conceived and oversaw a pilot project to use first party data to target content relevant native advertising creative to users which resulted in a 55% click through rate, compared to 13% for a control group.

### **Senior Manager Digital and Editorial**

**News Corp Australia April '14 - July '15**

### **Key Achievements**

One year secondment with News Corp Australia working on content strategy across editorial, product and advertising.

Produced social, mobile, video, advertising and product content strategies across News Corp Australia's titles.

Set social strategy across News Corp Australia's digital editorial titles leading to social traffic growing from 11% to 29% across network in 12 months.

Set News Corp's 'native' content strategy with senior advertising team

Conceived and co-produced News Corp's immersive 'Sideways' mobile content experience at Group M's Mlab advertising expo for one hundred of the top brands in Australia. 'Sideways' was ranked by attendees as the top experience.

### **Multimedia Innovations Editor**

**WSJ**

**June '13 - April '14**

### **Key Achievements**

Developed mobile first video content designed to engage an audience on a mobile screen.

Worked on digital content strategy across WSJ to ensure development of mobile first, social content and article page redesign.

Presented to advertisers on the editorial vision for WSJ as part of WSJ advertising sales pitches.

Conceived and produced innovative multimedia reports on key news topics. Examples include 'Prescribed' an interactive first person experience on the U.S. healthcare law, and 'Borderlands' an interactive non linear video experience on the war in Syria.

**Social Media Editor****WSJ****May '12 - June '13****Key Achievements**

As part of a team developed social media strategy across the WSJ digital network.  
Developed social video content strategy, using social video platforms for WSJ reporters to engage with the audience on camera for the first time.

**Digital News Editor****Sky News****Oct '11 - March '12**

Set up a Digital News Desk to provide content for Sky News Online, iPad and Radio.  
Developed a structured Twitter 'news wire' to monitor international and domestic news.  
Oversaw new media news gathering techniques across Sky News platforms  
News Edited International and Domestic content for Online, iPad, Radio

**Foreign Deputy News Editor****Sky News****Mar '11 - Oct '11****Key Achievements**

Libya - Produced three weeks of live and packaged coverage from the frontline of the battle for Sirte. Produced social and multimedia content for Sky News Online and managed a seven person team in conflict zone.  
Tripoli - Produced two weeks of live and packaged coverage from Gaddafi controlled Tripoli.

**Field Producer****Sky News****Feb '09 - Mar '11****Home Deputy News Editor****Sky News****Aug '09 - Mar '11****Field Producer****Five News****Sep '07 - Feb '09****Researcher****Five News****May '07 - Sep '07****Qualifications**

NCTJ Media Law

University Of Sheffield

Broadcast Journalism PG Dip

University of Nottingham

Archaeology BA Hons

References on request