

Shyla Nott

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EXPERIENCE

Digital Producer (Contract) — The Hechinger Report

June 2025 – Present

Remote

- Manage online article production and publishing using WordPress CMS, ensuring accuracy and timely delivery.
- Handle end-to-end newsletter production (4–6 newsletters per week), including audience segmentation, testing, and performance monitoring.
- Troubleshoot and resolve technical or layout issues, optimizing for readability and mobile responsiveness.

Product Manager — CalMatters

December 2021 – March 2025

Remote

- Collaborated closely with editorial, design, and engineering to build innovative digital solutions in an agile environment.
- Led the product development of key initiatives, including the 2024 and 2022 Voter Guides, redesigned author bio pages, audio articles, and story page recirculation modules.
- Monitored KPIs and provided actionable insights that drove product decisions.
- Led SEO initiative that included technical improvements, news and evergreen content strategies, and training for 50+ newsroom staff on SEO best practices, increasing organic search traffic by 100% from 2021 to 2024.
- Drove content taxonomy overhaul, reducing 13,000 tags to less than 350 and 180 categories to 30, significantly improving site crawlability and content discoverability.

Analytics Manager — CalMatters

October 2020 – December 2021

Remote

- Designed, built and maintained 10+ dashboards for editorial and non-technical users using BI tools such as Looker Studio.
- Delivered key insights in weekly analytics reports used by editorial and business teams, identifying content optimization and engagement opportunities for maximizing growth and retention.
- Collaborated closely with product and engineering teams to assess performance of digital products and recommend enhancements based on data analysis.
- Led training and wrote user guides for internal dashboards and analytics tools.

Digital Content Manager — inewssource

July 2020 – September 2020

San Diego, CA

- Oversaw content management and publishing of online stories and web pages using WordPress CMS.
- Delivered insights and reporting across website, newsletters, and social media platforms using analytics tools.
- Built award-winning website for investigative reporting project and resulted in 200K views in the first 48 hours of publication.

Web and Social Media Producer — inewssource

April 2018 – July 2020

San Diego, CA

- Led vendor evaluation process to identify a CMS solution, resulting in a website migration to Newspack.
- Managed, scheduled and published content across all social platforms, including Facebook, X/Twitter, Instagram, and YouTube, with an emphasis on audience engagement.
- Conceptualized, wrote and produced newsroom's first weekly newsletter using Mailchimp.

Associate Producer — WOSU Public Media

July 2015 – February 2018

Columbus, OH

- Produced shows, including writing scripts, for All Sides with Ann Fisher, a two-hour daily live public affairs show.
- Contributed to the development of video assets, including writing scripts and image preparation, for Columbus on the Record, a weekly 30-minute public affairs show on WOSU TV.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

WTF is SEO? Mentorship Program

August 2025 - Present

The Complete Python and PostgreSQL Developer Course (Udemy)

July 2025

Online News Association Women's Leadership Accelerator

December 2024

Certified Scrum Product Owner® (CSPO®)

December 2020

Google Analytics Individual Qualification

December 2019

EDUCATION

Northwestern University — Evanston, IL
M.S. Journalism

August 2014

University of Iowa — Iowa City, IA
B.A. Journalism and Mass Communication, B.A. International Studies

May 2013

SKILLS

Product Development & Project Management: Agile Development, Jira, Confluence, Trello, Figma, Airtable, Cross-functional Collaboration, Product Requirements, Stakeholder Engagement

Data Analysis & Insights: Google Analytics (GA4), Looker Studio, Google Tag Manager, Google Sheets, Parse.ly, Supermetrics, Data Storytelling, Dashboards

SEO & Content Strategy: On-Page SEO, Keyword Research, Google Search Console, Google Trends, Semrush, Sitebulb

Website Operations: Content Management Systems (CMS), WordPress, Web Publishing, HTML/CSS