

# SHELBY JOUPPI

PUBLIC HEALTH DATA JOURNALIST  
shelbyjouppi.com

I'm a public health reporter with a track record of creating valuable journalism for and with the audience, and now I have the technical training to quantify and visualize the issues that matter most to them.

## TECHNICAL SKILLS

DATA CLEANING	_____
DATA ANALYSIS	_____
WEB SCRAPING	_____
MAPPING	_____
TEXT PROCESSING	_____
GRAPHIC DESIGN	_____
PROJECT MANAGEMENT	_____
PUBLIC RECORDS	_____

- Confident: Python, Adobe Creative Suite
- Familiar: QGIS, PostgreSQL, MapboxGL, Git
- Learning: R, JavaScript

## EDUCATION

**Master of Science in Data Journalism**  
**Columbia University, New York, N.Y.**  
8/2022

- Honors in Data & Databases and Investigative Reporting seminars.

**Bachelor of Arts in Journalism**  
**Minor in Graphic Design**  
**Oakland University, Rochester, Mich.**  
5/2013

- Graduated magna cum laude.

## COMMUNITY

- Project mentor for Columbia Journalism School's Lede Program.
- Member of Investigative Reporters and Editors and attend NICAR conferences.
- Member of Colorado News Collaborative.
- Member of the Association of Health Care Journalists.

## EXPERIENCE

**Data Journalism Graduate Student, Columbia University**  
8/2021 - 8/2022

- Pitched and reported dozens of data-driven stories about public health and health care.
- Constructed enterprise datasets through scraping, public records requests, text analysis, and PDF parsing.
- Created custom and interactive visualizations with Datawrapper, ai2html, scrollama, plotnine and MapboxGL.
- Composed both quick turnaround data stories in a matter of days as well as months-long ambitious investigations requiring deep sourcing and collaboration.
- Created and shared a public dataset of Michigan air polluter records that is updated daily by an automatic scraper using Github Actions. Collected, cleaned and joined multiple data sources in order to track polluter violations by company and location.
- Completed a 15-week seminar on investigating mental health care. For a master's thesis, spent months interviewing experts, calling 170+ clinics and conducting enterprise analyses to quantify mental health care accessibility for children and teens on Medicaid in NYC.
- Studied machine learning, statistics and cartography.

**Podcast Producer & Project Manager, Freelance**  
12/2020 - 8/2021

- Produced and edited "The Confessional with Nadia Bolz-Weber," a collaboration with PRX and The Moth.
- Managed complex production calendar and coordinated with multiple parties to ensure the project met deadlines.

**Digital News Designer, Freelance**  
3/2018 - 12/2020

- Commissioned by newsroom editors to design and develop web experiences of large reporting projects.

**Reporter & Multimedia Producer, WDET 101.9 FM**  
3/2014 - 3/2018

- Reported community-inspired stories investigating and explaining local public policy, environment and history.
- Designed and developed accessible news apps.
- Project lead of the Hearken series "CuriosiD," which generated award-winning stories and a \$20,000 sponsorship. Coordinated across editorial, marketing and administrative departments to meet a variety of needs.
- Trained and partnered with news staff to create multimedia stories and engage listeners in the reporting process.