

# PAROMA SONI

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## EXPERIENCE

**FiveThirtyEight** | Jun 2022 – Present  
*Associate Visual Journalist, New York*

- Crafting static and bespoke charts to accompany daily and feature stories across the newsroom
- Contributing code and design to interactive projects individually and in collaboration with other journalists
- Copy editing, story check-ins and project retrospectives with the Interactives team/rest of the newsroom
- Giving and receiving candid feedback to colleagues

**Columbia Journalism Review** | Aug 2021 – May 2022  
*Delacorte Magazine Fellow, New York*

- Pitch and report deeply researched think pieces covering media, technology and journalism, including investigating corruption and press freedom in Mexico
- Assist the team with data analysis and presentation
- Contribute stories and research to CJR's quarterly magazine

**NY City Lens** | Jan 2021 – June 2021  
*Reporter, New York*

- Pitch and report stories weekly on local NYC issues for this award-winning Columbia publication, including one on caste violence among Indian immigrants in New York and another on food deserts in the Bronx
- Work collaboratively on print, video, multimedia and data stories across all social media platforms

**BuzzFeed India** | Feb 2019 – Aug 2020  
*Video Producer, Mumbai*

- Pitched, directed and produced original video content across social media platforms on subjects including rape culture in India and societal obsession with grades
- Led and assisted the team producing two 5-6-minute videos per week
- Edited 14 compilation videos per month for BuzzFeed Tasty, Nifty and Bring Me
- Sourced user-generated content and developed social media videos on trending viral topics

**Slate Magazine** | Jan 2018 – May 2018  
*Video Intern, New York*

- Researched, filmed and edited video projects including one on sex workers and consent in the #MeToo era
- Handled quick-turn edit requests, scripts, re-works, graphics and subtitling
- Assisted in live shoots and post-production
- Maintained and optimized Slate's YouTube channel

**Working Families Party** | Jun 2017 – Jan 2018  
*Media Outreach & Field Manager, New York*

- Built outreach strategy for political campaigns
- Canvassed for new members & monthly \$800 donations
- Created branded content & social media videos
- Trained new recruits in communications skills

## EDUCATION

**Columbia Journalism School** | Aug 2021  
*Master of Science in Data Journalism*

*Shobhana Bhartia Scholar; Coll Family Scholar*

Program focused on using coding, open-source intelligence, web scraping, AI and visualization for investigative reporting and data-driven stories. Highlights:

- In-depth news feature on the impact of COVID on Mumbai's lower-caste fisherwomen
- Interactive map of gun violence and racial inequality in New York City during the pandemic
- Master's project on the Indian government's use of social media data to target journalists and activists

**Trinity College, Hartford CT** | May 2017

*Bachelor of Arts in Human Rights and Film Studies*  
*Magna cum laude, Phi Beta Kappa, Davis Scholarship*

Published honors theses:

- *Human Rights*: "Flames in the Shadows – The Marathwada Riots and the Struggle for Dalit Liberation" advised by Vijay Prashad
- *Film Studies*: "Mosaic", 20 min. narrative short film on urban youth in India advised by James Younger

## SKILLS

- **DATA:**  
Python, R, SQL, Regex, API, JavaScript, HTML, CSS  
Adobe InDesign  
Matplotlib, Mapbox  
QGIS, Tableau  
Open Refine, Excel
- **WEB:**  
WordPress  
Clay/CMS  
Google Analytics  
Wix Web Design  
Social Media Analytics & SEO  
YouTube Optimization
- **VIDEO:**  
Adobe Premiere Pro  
Photoshop, After Effects  
Lightroom, Illustrator  
Final Cut Pro X, Logic Pro  
Canon 1D/5D/7D
- **LANGUAGES:**  
English ★★★★★  
Hindi ★★★★★  
Gujarati ★★★  
Spanish ★★

## FREELANCE PROJECTS

- **Data:** Interactive maps and graphics for The Markup on internet access disparity; data investigations and charts for Boundless on immigration policy in the US; *Scrollytelling* map tracing post-hurricane migration in Puerto Rico
- **Climate:** Stories for The Swaddle and Down to Earth on India's fossil fuel dependency and energy policy; for Scroll.in on Koli fisherwomen tackling climate risk
- **Politics:** for The Wire on Trump and F-1 visas bill; for The Swaddle on George Floyd, #MeToo, and immigration