Michelle Watson

michelle.watsonworks@gmail.com | CNN.com/profiles/michelle-watson

Professional Summary

Experienced editorial leader and strategic content developer with 8+ years of experience in high-stakes newsroom environments. Proven success in managing editorial processes, leading cross-functional teams, and producing engaging, compliant content for diverse platforms. Adept at turning complex topics into accessible narratives for global audiences. Brings editorial rigor, operational efficiency, and stakeholder collaboration to content leadership in fast-paced environments.

Professional Experience

News Editor/reporter

CNN – Atlanta, GA / New York, NY | Nov 2021 – Present

- Lead editorial direction for multi-platform content creation, collaborating with digital, newsgathering, and enterprise teams.
- Spearhead cohesive content strategies and news planning across bureaus to align with brand voice and audience expectations.
- Coordinate large-scale editorial projects under tight deadlines, ensuring content integrity, timeliness, and regulatory compliance.
- Collaborate with subject matter experts to shape impactful stories with broad public reach, demonstrating leadership in cross-functional settings.

Researcher, The Row

CNN – Atlanta, GA | Nov 2018 – Nov 2021

- Managed editorial fact-checking and content validation across platforms to uphold journalistic and brand standards.
- Liaised with senior reporters and anchors to develop fact-based narratives during high-profile breaking news events.
- Produced content and background research for live programming and special coverage, including political debates and crisis reporting.

Editorial Review Assistant

CNN – Atlanta, GA | Mar 2017 – Nov 2018

- Conducted final editorial and video quality control before broadcast, ensuring accuracy and adherence to brand and regulatory standards.
- Led production logistics for major live events and crisis coverage, managing cross-departmental communication and execution.

Copywriter & Social Media Engagement Specialist

Legacy Worldwide – Duluth, GA | Jan 2017 – Mar 2017

- Wrote marketing copy and campaign materials for mission-driven organizations, aligning content to audience engagement metrics.
- Created digital and social strategies for e-appeals and brand storytelling.

Copywriter

Gwinnett Magazine – Suwanee, GA | Aug 2016 – Dec 2016
- Developed community-oriented campaign materials to promote local businesses through integrated media strategies.

Science Communications Intern

Louisiana State University – Baton Rouge, LA | Aug 2015 – May 2016
- Created and edited science-based articles, newsletters, and digital content to promote research within the academic and alumni community.

Education

Louisiana State University — B.A. in Mass Communication

Minor: History | May 2016

Leadership & Professional Development

•Region 1 Coordinator, Society of Professional Journalists (2024–Present)

• Vice President, Society of Professional Journalists GA Chapter (2022–2023)

• CNN Leadership Program: LIFT (Leaders Impacting the Future of Talent), 2023

• Social Media Coordinator, PCOS Awareness Association (2017–2020)

• Fellow, Society of Professional Journalists Diversity Program (2022)

• Fellow, Investigative Reporters and Editors (2021)

Key Skills & Competencies

• Editorial Strategy & Leadership

• Content Development & Storytelling

• Stakeholder & Cross-Functional Collaboration

• Financial Literacy & Economic Reporting Acumen

• Compliance Awareness & Brand Standards

• Multichannel Content (Social, Web, Video, Email)

• CMS & Digital Tools | SEO Best Practices