

LINDA SHAPLEY

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I am a passionate, hard-working and detail-oriented manager capable of overseeing projects from conception to completion. I pride myself in being a sympathetic listener, a creative thinker, a problem solver and, most importantly, a team player. I believe a commitment to hard work, paired with clearly communicated goals and open, honest conversation, can lead an organization to success. I aspire to build news environments with respect and diversity at their core.

RELEVANT EXPERIENCE

OCTOBER 2019 – PRESENT

MANAGING EDITOR, COLORADO POLITICS

I manage a small staff of dedicated journalists for a trade journal covering the state's politics and policy, providing a steady stream of at least 20 online articles daily. Produce a weekly magazine focusing on the issues important to Colorado's political insiders: elected officials, thought leaders, and heads of business and nonprofit entities. Responsible for state political coverage for our sister publications. Was a key participant in the creation and rollout of The Denver Gazette and continue to help oversee strategy and content.

DECEMBER 2017 – OCTOBER 2019

CUSTOMER EXPERIENCE DIRECTOR, DEKE DIGITAL

Deke Digital is a media company that enables industry experts to become prolific national media contributors and analysts. Communicated with customers, including C-suite executives and their marketing teams, to explain and execute on their strategic content plans. Tracked production and tasks among Deke operations teams. Maintained company social media accounts and website. Designed and produced clean, easy-to-read customer collateral.

DECEMBER 2011 – DECEMBER 2017

MANAGING EDITOR/DIRECTOR OF NEWSROOM OPERATIONS,

THE DENVER POST

Supervisor of all issues related to coverage, budget, newshole, personnel and newsgathering operations, in addition to design and production. As a member of The Post's executive team, I coordinated with the advertising, circulation, printing operations, finance and HR departments as related to special sections, marketing/advertising and technical support. I led and coordinated The Post's community engagement initiative and was responsible for programming, ticketing and other duties for monthly events that drew hundreds to our event space. I offered tours and coordinated events to strengthen the bond between Post readership and the staff.

JANUARY 2008 – NOVEMBER 2011

DESIGN DIRECTOR, THE DENVER POST

Supervised a staff of 12 designers in personnel issues and professional development. Oversaw staff schedules to cover production of 4-6 sections daily. Art directed and designed news pages, working to ensure engaging presentations. Coordinated with pre-publishing and Information Technology departments to implement an automatic typesetting system and production schedule for 40-plus pages per night. Provided training, communication and documentation for two redesigns. Responsible for hiring summer design interns and prioritized diversity and inclusion in my selections.

EDUCATION

BACHELOR OF ARTS, COLORADO STATE UNIVERSITY

Majored in Speech Communication. Held a number of positions at the independent student newspaper, The Rocky Mountain Collegian, including editor, associate editor, copy editor and reporter. Received a national SPJ award for spot news reporting in 1991. Named to the Department of Journalism and Media’s Hall of Fame in 2016.

SKILLS

- Highly adept at organizational communication
- 15 years of executive management experience
- A leader in mentorship for emerging journalists
- Extensive experience in budgeting and revenue forecasting
- Skilled in team building and getting the most out of its members

ACTIVITIES

I am an advocate for local news and take every opportunity to be a mentor for emerging journalists. Among those efforts:

- I created The Denver Post’s community engagement program, with monthly events focused on connecting our journalists to their communities. I helped plan our massively successful Photo Night series as well as events on gardening, Denver history and prep football.
- I served three years on the Denver Press Club’s Board of Directors, was elected Vice President for a one-year term in 2019 and was named volunteer of the year after my successful execution of the Club’s two largest fund-raising events that honor state and national journalists.
- I am on the board of the Orange Cord, Colorado State University’s student media alumni group, and work to create events that connect graduating students with media professionals.
- I am a media partner in the University of Colorado’s News Corps, the capstone journalism class where students work on long-term projects for publication. (Examples of works from News Corps program can be found [here](#) and [here](#).)
- I frequently participate in forums and seminars on issues related to journalism and its future. I currently am a member of the Latinx Voices project to help strengthen the Latinx community’s connection with metro Denver media organizations.