

Bill Meincke

william.meincke@gmail.com • (847) 347-7991 • www.billmeincke.com

SUMMARY

Multimedia journalist, producer, and communications specialist with experience across newsrooms, nonprofits, and digital media. Skilled in end-to-end video, podcast, and digital production (scripting, shooting, editing, and publishing). Known for translating complex topics into compelling, digestible content for broadcast, digital, and social platforms.

CURRENT EXPERIENCE

Multimedia Journalist & Producer, *The Click News, Business Insider, Chicago Tribune & others* 2019 – Present

- Produce short-form videos, vertical content, and public affairs explainers on civic, health, and economic issues using Premiere Pro, After Effects, and Descript.
- Lead podcast production and audio storytelling — interviews covering trauma, education, and mental health.
- Publish features on infertility, PTSD, veterans, and homelessness; cover NHL beat and edit opinion content.

Fact-Checker & Copy Editor, *The Hustle YouTube Channel* 2024 – Present

- Fact-check and edit scripts for explainer videos on business and tech topics including the Colorado River rights, rare earth minerals, airline leasing, and the U.S. fire truck shortage.
- Verify technical, economic, and historical claims using government data, court filings, academic sources, and industry reports.
- Collaborate with producers and on-camera talent to maintain accuracy while preserving the channel's fast-paced, conversational style.

Communications & Content Lead, *Coastal Corridor Alliance* 2024 – Present

- Lead content strategy and audience growth across Instagram, Facebook, LinkedIn, and BlueSky, producing vertical videos, photo essays, and educational explainers.
- Write platform-specific copy, newsletters, and press releases; track analytics and adjust messaging based on performance.

District C Representative, *Los Feliz Neighborhood Council, Los Angeles* 2025 – Present

- Elected representative focused on housing, environment, and constituent services; vote on city motions and liaise between local departments and community members.

PREVIOUS EXPERIENCE

Copywriter, Content Manager & Producer, *Stella Center* 2021 – 2023

- Created web copy, educational materials, and social media content for a mental health provider; scripted, shot, and edited all video using Adobe platforms.

Research Contributor & Assistant, *The Guardian (Lauren Wolfe) / Eliza Griswold (Pulitzer Prize-winning journalist)* 2023

- Contributed to "Ukraine's True Detectives" (The Guardian), verifying metadata and mapping evidence trails with the Center for Information Resilience.
- Conducted research for longform projects by Pulitzer Prize-winning journalist Eliza Griswold, including source verification and documentation prep.

Co-Author — Journalism Crossroads, *New York University* 2022 – 2023

- Interviewed 40+ journalists and co-authored career stories on media transformation, newsroom roles, and legacy media adaptation.

EDUCATION

New York University

M.A. in Journalism

Columbia College Chicago

B.A.

SKILLS

Video & Audio: Adobe Premiere Pro • After Effects • Adobe Audition • Descript • Hindenburg • Riverside • Zencast **Digital:** WordPress • Google Analytics • SEO • CMS Platforms

Editorial: Scriptwriting • Fact-Checking • Copywriting • Feature Writing