

Melissa Goldin

melissagoldin.com

Experience

THE ASSOCIATED PRESS | New York, NY

News Verification Reporter | July 2022-Present

- Produce articles and short-form videos debunking viral mis/disinformation through expert interviews, data analysis, image geolocation and other advanced research techniques
- Publish live fact-checking during presidential debates, political conventions and other breaking news events
- Amassed more than 4.64 million page views in one year, with content regularly ranking among the AP's most-viewed articles
- Deliver professional analysis on mis/disinformation and media literacy at international conferences, media interviews and academic institutions
- Partner with major news desks — including the White House, Washington and New York City — to execute critical reporting under tight deadlines

NEWSGUARD TECHNOLOGIES | New York, NY

Newsletter Editor and Staff Analyst | May 2018-March 2022

- Managed editorial lifecycle of international newsletter covering mis/disinformation, driving a 33.58% average open rate across U.S. and European markets
- Developed editorial and operations processes to review news and information sites for credibility and transparency
- Researched, wrote and edited nearly 240 site analysis reports that included fact-checking false and misleading claims
- Spearheaded the development and ongoing maintenance of organization style guide

THE BERKELEY CARROLL SCHOOL | Brooklyn, NY

Communications Coordinator | July 2014-August 2017

- Restructured communications department as an integral part of management team
- Overhauled editorial strategy of 50- to 70-page alumni magazine and oversaw semiannual production lifecycle as co-editor
- Developed and implemented multi-platform social media strategy driven by performance feedback and analytics to maximize digital engagement and brand reach
- Served as a key member of website redesign initiative, contributing to a 32% increase in site traffic

Volunteering

Alumni Board Communications Committee | University of Rochester

Campus Times Alumni Advisory Council | University of Rochester

Vice President | Co-op Board

Skills

- Reporting, writing, editing, interviewing, fact-checking, social video, live blogging
- Data and communication management
- Stakeholder communication
- Problem-solving and risk mitigation
- Public speaking and media interviews
- ChatGPT, Claude, Gemini
- NewsWhip, Google Trends, Parse.ly
- WordPress, Wix, Constant Contact

Certifications

GOOGLE

Project Management Professional Certificate | August 2026

THE POYNTER INSTITUTE

AI for Journalists and Content Creators | April 2026

Speaking

MEDIAWISE CONFERENCE

Riga, Latvia | July 2025

"Is That True? Sorting Fact From Fiction in an Online World"

JOURNALISM UNDER SIEGE

Vancouver, Canada | June 2024

"Detecting and Countering Fake News"

Honors

THE ASSOCIATED PRESS

Best of the Week Honorable Mention | January 2024

SOCIETY OF PROFESSIONAL JOURNALISTS

Peter Lisagor Award Finalist | April 2022

Education

UNIVERSITY OF ROCHESTER

B.A. Journalism | Cum laude