



MICHELLE JOLAN BLOOM

AUDIENCE ENGAGEMENT AND DESIGN PORTFOLIO

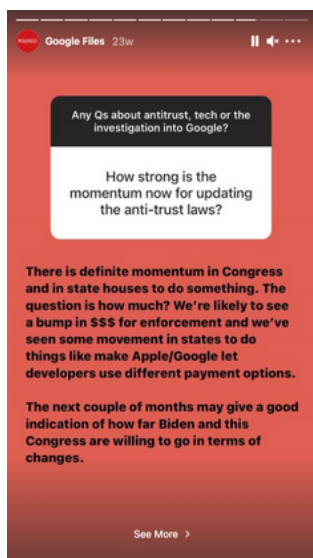
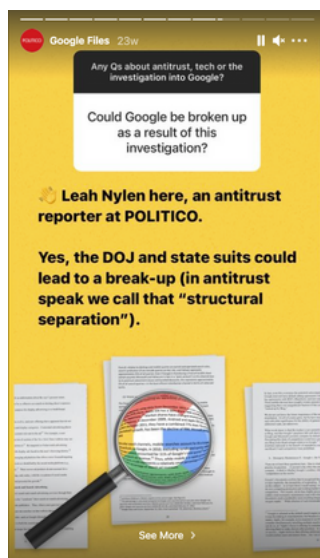
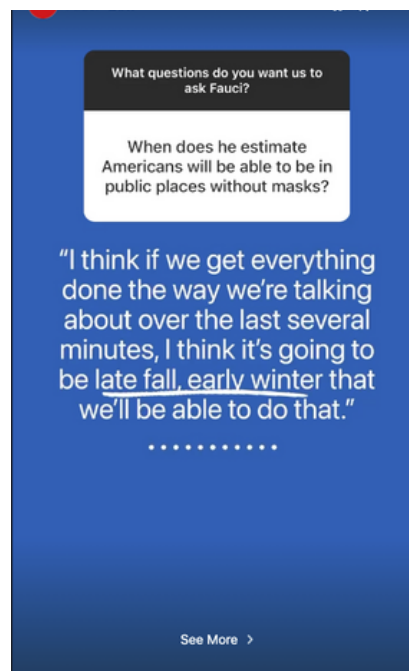
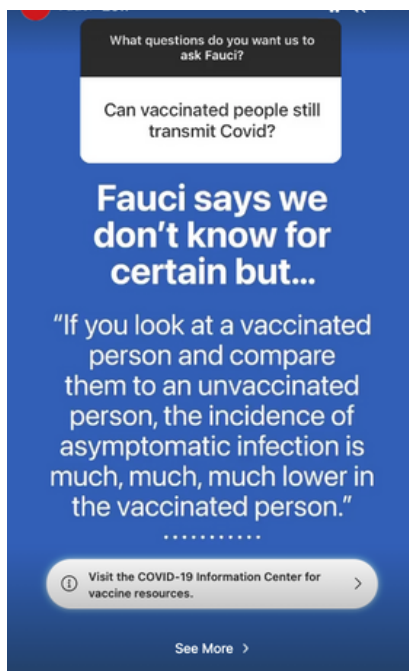
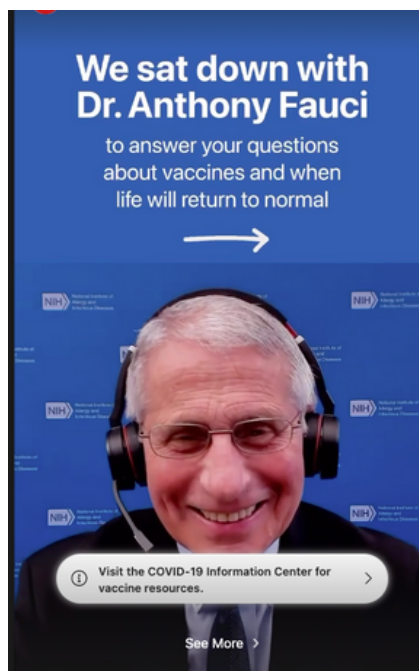
POLITICO • National Journal • The Examiner • The Herald-Palladium



COMMUNITY ENGAGEMENT EFFORTS

Part of my job at POLITICO was identifying and executing audience engagement projects. From combing through Screendoor forms to get reader answers to pass on to reporters, to creating Q&As on Instagram, Facebook and Twitter, to Reddit AMAs I did a bit of everything

Here's a look at some of the Instagram Q&As and callouts:

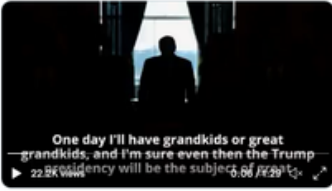


SOCIAL MEDIA MANAGEMENT

Led improvements to company strategy for audience engagement and digital storytelling — especially visually. I reinvigorated POLITICO's social accounts utilizing more graphics, gifs, audio and video. I grew our Instagram audience from less than 500,000 to 1.7M.

POLITICO @politico - Jan 22

This week marked the end of the Trump Era and it has our reporters and editors reminiscing. They share their memories of the last 4 years. From shocking moments they witnessed, to conversations they overheard, here's what will stick with them forever. [apple.co/3bYDAlO](#)



One day I'll have grandkids or great grandkids, and I'm sure even then the Trump presidency will be the subject of conversation. [apple.co/3bYDAlO](#)


22.2K Views

18 56 163

Show this thread

POLITICO @politico - Jan 22

"I think of that night when it started. I was in NYC at the Javits Center." @matsfert says. "Everyone always talks about being in the room with the winner, but being in the room with the loser is almost more poignant. It's more interesting." [apple.co/3bYDAlO](#)




0:50 1.6K Views

3 5 11

Show this thread

POLITICO @politico - Jan 22

"Meeting MAGA world up close for the first time and seeing the zeal for him and his ability to capture the crowd," remembers @morningmoneyben. "I'll never forget that rally in Iowa in November of 2015." [apple.co/3bYDAlO](#)



1 11 26

POLITICO @politico - Jan 22

President Trump marked the 70th anniversary of the start of the Korean War today by visiting the Korean War Veterans Memorial on the National Mall.

The Korean War never officially ended after the armistice in 1953, and the tension has continued over the years. Last week, North Korea declared that relations with South Korea had fully ruptured, destroyed an inter-Korean liaison office in its territory and threatened unclassified military action to capture Seoul for a lack of progress in bilateral cooperation and for anti-North Korea tariffs that activists have floated by before across the border.

But yesterday North Korea said its leader, Kim Jong Un, suspended planned military retaliation against South Korea in an apparent showing of a pressure campaign it has waged against its rival.


Meanwhile on Tuesday, the U.S. returned the largest number of South Korean soldiers missing from the Korean War so far after years of forensic investigation of unidentified remains that were handed over to the Pentagon by North Korea, most recently in 2016.

A repatriation ceremony was held in Hawaii. [apple.co/3bYDAlO](#) for pics for the 147 South Korean soldiers who were lost between 1950 to 1953, including some who can now be identified through DNA. It marks the largest such effort to date.

"This is a monumental, historic event between the United States government and Republic of Korea," said Rear Adm. Carlos Barad, deputy director for operations at the Defense POW/MIA Accounting Agency. "It just happens to be that it falls on the eve of the 70th anniversary of our two nations' fighting side by side."


"It gives you chills to think about it," he added.

AP and Getty



POLITICO @politico - Jul 6, 2020

The Arizona special election is now rated as leaning toward Democrat Mark Kelly. Colorado might be close behind if former Gov. John Hickenlooper continues to lead GOP Sen. Cory Gardner — but it stays in toss up for now. [politico.co/35omeWJ](#)



2 17 86

POLITICO @politico - Jul 6, 2020

The Arizona special election is now rated as leaning toward Democrat Mark Kelly. Colorado might be close behind if former Gov. John Hickenlooper continues to lead GOP Sen. Cory Gardner — but it stays in toss up for now. [politico.co/35omeWJ](#)

U.S. Senator, Arizona (Special election)

Primary held June 30, 2020

Winning history

Party	Count
Dem	10
Rep	8
Ind	2

U.S. Senator, Colorado

Primary held June 30, 2020

Winning history

Party	Count
Dem	10
Rep	8
Ind	2

Gov. Gardner is Republican and won't vote in the election and has been in the state since the 2016 election. The Democratic National Campaign Committee endorsed former Gov. John Hickenlooper, who will face opposition to the election.

2 16 37

POLITICO @politico - Jul 6, 2020

Two GOP-held Senate seats moving into the toss-up category: Iowa and Montana, which both began the cycle in Republican's column. [politico.co/35omeWJ](#)

State	Former rating	New rating
Arizona Senate special	Toss-up	Lean D
Iowa Senate	Lean D	Toss-up
Montana Senate	Lean D	Toss-up
Oregon Senate	Liberal D	Stable D

2 11 30

POLITICO @politico - Jul 6, 2020


In the battle for the House, Democrats' majority has been bolstered by recent change in the political environment and continued fundraising. A few races moved toward Republicans as a result of primary elections — including Rep. Steve King's Northwest Iowa seat. [politico.co/35omeWJ](#)

State	Former rating	New rating
Arizona CD	Lean D	Liberal D
Arizona CR	Liberal D	Stable D
California 10	Lean D	Liberal D
California 40	Lean D	Liberal D
Idaho 1	Lean D	Stable D
Idaho 2	Lean D	Stable D
Idaho 3	Lean D	Stable D
Idaho 4	Lean D	Stable D
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Idaho 100	Lean D	Stable D

1 11 26

POLITICO @politico - Jul 3, 2020

The Covid-19 crisis might just be a catalyst for rethinking the practice of family medicine and moving toward a new model: a return to the personal house call, albeit a much more modern version says Stacey Chang. [politico.co/2BkU9m](#)



2 19 12


POLITICO @politico - Jul 3, 2020

As physical retail stores begin to reopen, health and safety concerns are of paramount concern. This might require the redesign of store layouts and demonstration spaces, says Barbara E. Kahn. [politico.co/3dP9yq](#)

5 4 4

POLITICO @politico - Jul 3, 2020

Restaurants are a vital part of our food system and our culture. Many are already lost, and many more will be unless they get diners to pay more, says author Alison Posner.




How to Redesign the World for Coronavirus and Beyond? Life isn't going back to normal. Can we actually make it better? [@politico.com](#)

3 12 12

POLITICO @politico - Jul 3, 2020


What should the new, Covid-era version of voting look like? Don't ditch in-person voting, make it safer says Myra Pérez. [politico.co/3dP9yq](#)



3 20 48

POLITICO @politico - Oct 9, 2020


Many diplomatic and military officials fear that a second-term Trump will kill NATO altogether. Those worries are almost certainly overblown. The more likely threat is that he would remain its most influential leader, sowing chaos from within. [politico.co/3dP9yq](#)



3 14 14

POLITICO @politico - Oct 9, 2020


If he continues his policy in a second term, Trump will have made permanent the biggest nuclear buildup since the Cold War—while simultaneously unraveling the treaties that have steadily reduced the nuclear threat since the end of the Cold War. [politico.co/3dP9yq](#)



1 10 13

POLITICO @politico - Oct 9, 2020

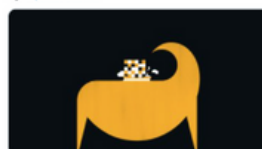
Ironically, while Trump talks about China more than any recent president, a second term will almost guarantee that the U.S. shrinks from the great power contest that China is ready to wage. [politico.co/3dP9yq](#)



1 6 13

POLITICO @politico - Oct 9, 2020


It's hard to remember just how quiet a corner of policy trade was before Donald Trump arrived on the scene. But there's a strong case that when it comes to trade, Trump will have trouble making his revolution into a durable regime. [politico.co/2BkU9m](#)



2 6 13

POLITICO @politico - Nov 1, 2019

In the spring and summer of 1991, a handful of state watchdogs in Atlantic City, New Jersey, considered whether to put an end to Donald Trump. Why they didn't holds a lesson for lawmakers today. [https://politico.co/332cJr](#)



1 11 26

POLITICO @politico - Jul 2, 2020

Dozens of Republican lawmakers have joined the social media site Parler as GOP tensions with Twitter and other major tech platforms mount. But so have hordes of fake accounts claiming to belong to conservative politicians. [https://politico.co/2BkU9m](#)


The fake

Nancy Pelosi @SpeakerPelosi - Jun 26, 2019 • 1.2K

The facts

Adam Schiff @AdamschiffRep - Jul 2, 2020

Huh? Joe Biden Links Trump to Murders of Black Transgender Women (VIDEO)




77 Comments 89 Shares

POLITICO added 4 new photos to the album: Inside the top matchups in the 2020 Democratic debates in Miami.

Elizabeth Warren will be a target tonight. Bernie Sanders and Joe Biden go head-to-head tomorrow.

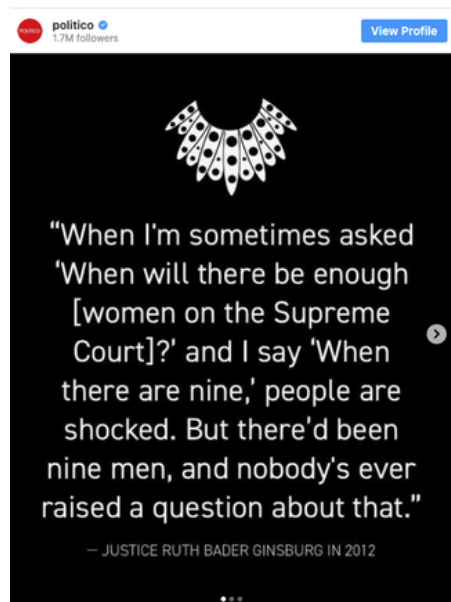
Here are the top match-ups to watch in the first 2020 presidential debates: [https://politico.co/2X5R6PX](#)



27 39 Comments 8 Shares

NEWS GRAPHICS FOR SOCIAL

Led improvements to company strategy for audience engagement and digital storytelling — especially visually. I reinvigorated POLITICO's social accounts utilizing more graphics, gifs, audio and video. I grew our Instagram audience from less than 500,000 to 1.7M.



We’re not just talking about planes, trains and automobiles anymore

Here’s how the pandemic changed America’s ideas about infrastructure »

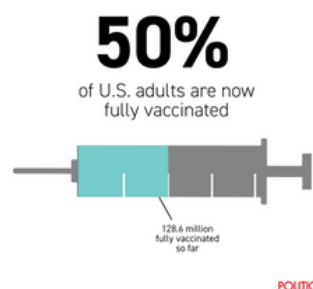
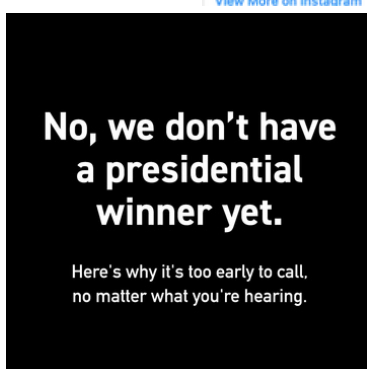
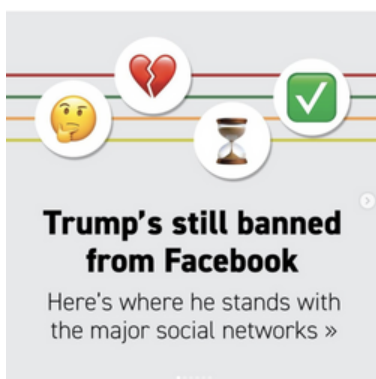
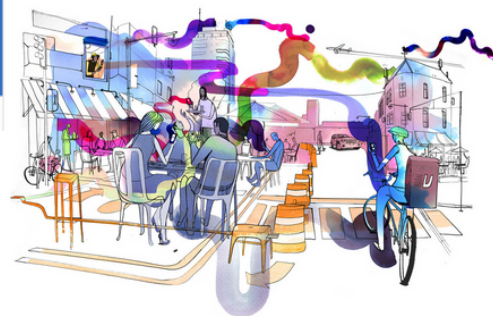
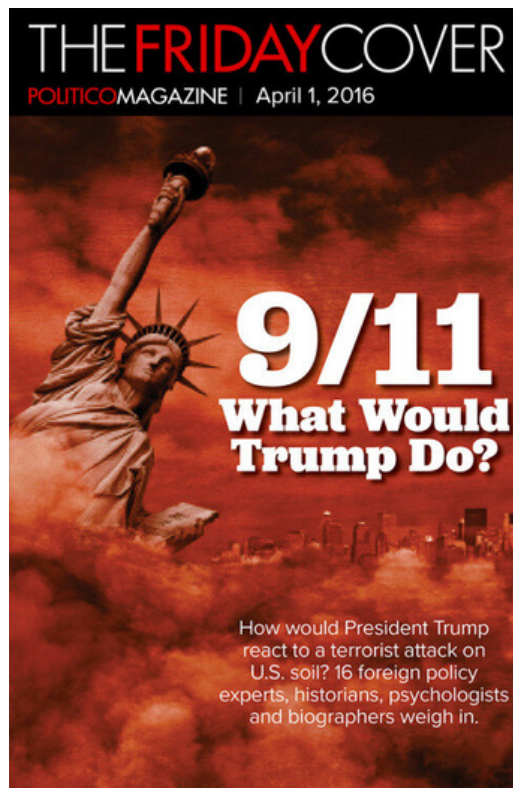
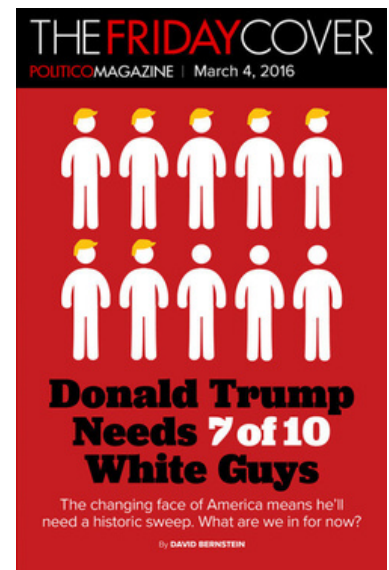
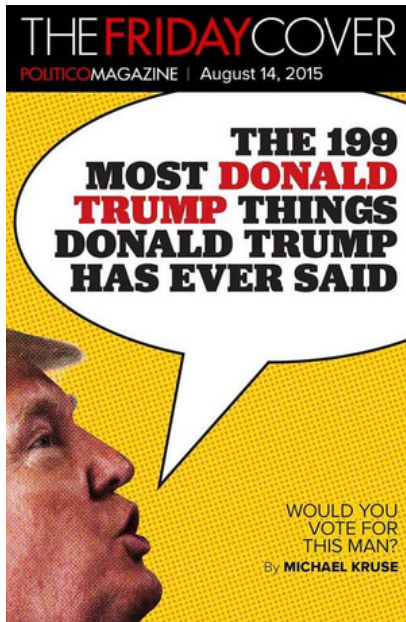


PHOTO ILLUSTRATIONS

conceived and executed photo illustrations for lede images on web stories and for the weekly POLITICO Magazine Friday Cover newsletter



PRINT DESIGN

Designed inside and front pages of daily publications and POLITICO Magazine which published 10x/year.

POLITICO

Vol. 7 No. 18
FRIDAY, JULY 12, 2013
WWW.POLITICO.COM

Is This the End of the Filibuster?

Reid moves to use nuclear option next week

By Matt Bean, an Associated Press reporter
Senate Majority Leader Harry Reid has a plan to change the filibuster rules to speed up the process of passing legislation. Reid's plan is to use the nuclear option to end the filibuster. This would mean that a simple majority of 51 votes would be enough to pass legislation. Reid's plan is to use the nuclear option to end the filibuster. This would mean that a simple majority of 51 votes would be enough to pass legislation. Reid's plan is to use the nuclear option to end the filibuster. This would mean that a simple majority of 51 votes would be enough to pass legislation.

In Second Term, a More 'Relaxed' FLOTUS

Michelle Obama's second term will be more relaxed than her first

By Jessica Reyes
Michelle Obama's second term will be more relaxed than her first. She will be more focused on her family and her own interests. She will be more relaxed and less focused on the White House. She will be more focused on her family and her own interests. She will be more relaxed and less focused on the White House. She will be more focused on her family and her own interests. She will be more relaxed and less focused on the White House.

Parties Seek Advantage In Immigration Debate

Both sides are looking for a political edge

By David Gergen
Both sides are looking for a political edge in the immigration debate. Democrats are looking to portray themselves as the party of compassion and reform. Republicans are looking to portray themselves as the party of security and control. Both sides are looking for a political edge in the immigration debate. Democrats are looking to portray themselves as the party of compassion and reform. Republicans are looking to portray themselves as the party of security and control.

Sunny Hawaii Is Home to Hottest Democratic Primary

Obama's home state is the most competitive

By David Gergen
Obama's home state is the most competitive in the Democratic primary. Hawaii is the most competitive state in the Democratic primary. Hawaii is the most competitive state in the Democratic primary. Hawaii is the most competitive state in the Democratic primary. Hawaii is the most competitive state in the Democratic primary.

Despite cold weather, hundreds turn out for traditional holiday parade and egg hunt

Community comes together for tradition

By David Gergen
Community comes together for tradition. Hundreds of people turn out for the traditional holiday parade and egg hunt. The community comes together for tradition. Hundreds of people turn out for the traditional holiday parade and egg hunt. The community comes together for tradition. Hundreds of people turn out for the traditional holiday parade and egg hunt.

Wars Within

From the leadership battle in the House to the jockeying for primary season, our best takes on the state of the two parties

ON THE WEB
The Man Who...
How Trump...
The Mission...
A Tale of Two...
What is Hillary's...
Bernie Sanders...
Democratic Blue...
Bernie Sanders...
Democratic Blue...

Southwest Michigan

By Patrick J. Hallinan
When life hands you lemons...
SECTION B
SUNDAY, APRIL 6, 2008

Easter in the snow

Children and adults alike enjoy the holiday despite the weather

By David Gergen
Children and adults alike enjoy the holiday despite the weather. Easter is celebrated in the snow. Children and adults alike enjoy the holiday despite the weather. Easter is celebrated in the snow. Children and adults alike enjoy the holiday despite the weather. Easter is celebrated in the snow.

Rep. Upton reintroduces video game legislation

Lawmaker wants to encourage the industry

By David Gergen
Lawmaker wants to encourage the industry. Rep. Upton reintroduces video game legislation. The lawmaker wants to encourage the industry. Rep. Upton reintroduces video game legislation. The lawmaker wants to encourage the industry.

Healthcare

Provision covers info shared with the U.S.

By David Gergen
Provision covers info shared with the U.S. Healthcare provision covers information shared with the U.S. Healthcare provision covers information shared with the U.S. Healthcare provision covers information shared with the U.S.

Dust-Up

Over New FOIA Exemption In Cyber Bill

By David Gergen
Over New FOIA Exemption In Cyber Bill. Dust-up over new FOIA exemption in cyber bill. Dust-up over new FOIA exemption in cyber bill. Dust-up over new FOIA exemption in cyber bill.

Thanksgiving traditions

Turkey Bowl among region's holiday favorites

By David Gergen
Turkey Bowl among region's holiday favorites. Thanksgiving traditions. Turkey Bowl among region's holiday favorites. Thanksgiving traditions. Turkey Bowl among region's holiday favorites.

Terror in India

At least 78 dead; Americans, Brits targeted

By David Gergen
At least 78 dead; Americans, Brits targeted. Terror in India. At least 78 dead; Americans, Brits targeted. Terror in India. At least 78 dead; Americans, Brits targeted.

Staying home

Nix Americans' mix holiday travels due to cost

By David Gergen
Nix Americans' mix holiday travels due to cost. Staying home. Nix Americans' mix holiday travels due to cost. Staying home. Nix Americans' mix holiday travels due to cost.

Shaky economy

Federal reports paint bleak picture; Obama promises help on the way

By David Gergen
Federal reports paint bleak picture; Obama promises help on the way. Shaky economy. Federal reports paint bleak picture; Obama promises help on the way.

POLITICO

Vol. 8 No. 12
THURSDAY, APRIL 11, 2013
WWW.POLITICO.COM

Leadership Races an Audition for Fall

Senators and House members vie for top jobs

By David Gergen
Senators and House members vie for top jobs. Leadership races an audition for fall. Senators and House members vie for top jobs. Leadership races an audition for fall. Senators and House members vie for top jobs.

Senate To Biden: We Want Clinton

Senators push for Clinton to replace Obama

By David Gergen
Senators push for Clinton to replace Obama. Senate To Biden: We Want Clinton. Senators push for Clinton to replace Obama. Senate To Biden: We Want Clinton.

Name Dropping

Redskins Trademark Canceled by PTO

By David Gergen
Redskins Trademark Canceled by PTO. Name Dropping. Redskins Trademark Canceled by PTO. Name Dropping. Redskins Trademark Canceled by PTO.

Could Afghanistan Go the Way of Iraq?

Analysts warn of a similar outcome

By David Gergen
Analysts warn of a similar outcome. Could Afghanistan Go the Way of Iraq? Analysts warn of a similar outcome. Could Afghanistan Go the Way of Iraq?

GOP Plays Steyer Card Against Dems

Conservative group targets Obama's record

By David Gergen
Conservative group targets Obama's record. GOP Plays Steyer Card Against Dems. Conservative group targets Obama's record. GOP Plays Steyer Card Against Dems.

Transportation

Highway bill faces challenges in Congress

By David Gergen
Highway bill faces challenges in Congress. Transportation. Highway bill faces challenges in Congress. Transportation. Highway bill faces challenges in Congress.

TECH

Apple's new iPhone 5S is a game-changer

By David Gergen
Apple's new iPhone 5S is a game-changer. TECH. Apple's new iPhone 5S is a game-changer. TECH. Apple's new iPhone 5S is a game-changer.

TECH

Google's new Android 4.4 is a game-changer

By David Gergen
Google's new Android 4.4 is a game-changer. TECH. Google's new Android 4.4 is a game-changer. TECH. Google's new Android 4.4 is a game-changer.