

Christopher Malo

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Journalism Support Leader | DEI-Centered Coach | Grant Strategist | Editorial Director

Professional Summary

Journalism leader with over 15 years of experience coaching newsroom talent, building resilient editorial infrastructure, and leading DEI-centered, trauma-informed programs. Proven record of outcomes-based coaching, bilingual newsroom leadership, and ecosystem collaboration to support operational health and long-term sustainability. Skilled in developing programmatic coaching systems, fostering community partnerships, and optimizing capacity-building workflows across diverse media environments.

Professional Experience

2PuntosPlatform

Editor-in-Chief | Board Chair

Philadelphia, PA | 2025 – Present

Leads editorial and strategic direction of 2PuntosPlatform, a bilingual, community-rooted newsroom advancing civic storytelling and community voice in Philadelphia's Latine communities.

Leadership & Coaching Infrastructure

- Designed and implemented outcomes-based coaching systems for emerging and mid-stage newsroom leaders.
- Directed cross-platform editorial strategy across LocalNews, 2PuntosPodcast, and VozColectiva.
- Supervised newsroom team and provided trauma-informed, DEI-centered editorial coaching.
- Produced mobile-first multimedia content including explainers, photo essays, and service journalism tools.

Community Engagement & Partnerships

- Facilitated listening sessions and community outreach to support participatory journalism and culturally responsive storytelling.
- Built collaborative systems with mission-aligned partners like the Philadelphia Journalism Collaborative, IndieGraf, LION, and Tiny News Collective.
- Represented 2Puntos in public coalitions and knowledge-sharing forums.

Programmatic Infrastructure & Impact

- Developed coaching and editorial infrastructure including engagement protocols, reporting templates, and production workflows.
- Produced award-winning bilingual resources and civic content tied to grant KPIs and community metrics.
- Raised \$230K+ in grant funding from Press Forward, Lenfest Institute, and Independence Public Media Foundation.

- Created measurable frameworks to evaluate newsroom impact, content equity, and operational resilience.

Temple University

Executive Director, PhiladelphiaNeighborhoods.com | Program Manager | Adjunct Instructor
Philadelphia, PA | 2014 – 2025

Directed PhiladelphiaNeighborhoods.com, a civic newsroom embedded in Temple's journalism program. Led outcomes-based coaching programs, editorial operations, and institutional collaborations to scale student impact and newsroom sustainability.

Executive Director (2022 – 2025)

- Led strategic redesign of editorial workflows and coaching infrastructure, producing 100+ local stories annually.
- Mentored over 500 early-career journalists through trauma-informed, outcomes-based coaching systems.
- Integrated KPIs tied to student development, community impact, and grant deliverables.
- Managed \$250K+ in grant funding; grew newsletter reach to 1,000+ subscribers using analytics and A/B testing.

Program Manager & Managing Editor (2014 – 2022)

- Designed peer-coaching frameworks and faculty onboarding for trauma-informed pedagogy.
- Launched Mobile Reporting Toolkit and civic storytelling initiatives adopted across Temple curricula.
- Coached students whose work won SPJ, Hearst, EPPY, and Keystone awards.

Adjunct Instructor, Journalism (2014 – 2025)

- Taught multimedia and ethics courses grounded in experiential newsroom-based learning.
- Designed coaching curricula and provided individualized editorial development to students at various career stages.

Narrative Strategist | Editorial Consultant | Journalism Support Specialist

Various Clients | 2005 – Present

- Produced branded content and audience strategy tools for Red Bull, Patch, and civic organizations.
- Advised The Philadelphia Inquirer on narrative strategy during its 2020 newsroom diversity audit.

Awards & Recognition

- **2PuntosPlatform:** LION Awards (2023) – 1st Place: Product of the Year (VozColectiva), Finalist: Community Engagement
- **Temple University:** Keystone Awards, EPPY, Hearst, SPJ, AEJMC – Multiple awards through Temple leadership (2014–2025)

Grants & Fundraising

2PuntosPlatform

- Raised \$230K+ from Press Forward, Lenfest Institute, and Independence Public Media Foundation
- Managed grant KPIs tied to equity, sustainability, and community reach

Temple University

- Managed \$150K+ in grants from Hearst, Lew Klein, and Wolters Family Foundation

Core Competencies

- Outcomes-Based Coaching & Leadership Development
- Coaching Program Infrastructure & Evaluation
- Trauma-Informed & DEI-Centered Journalism
- Community-Centered Partnerships & Ecosystems
- Grant Management & Donor Reporting
- CMS, Analytics, SEO, A/B Testing, AP Style
- Newsletter Strategy, Multimedia Content Production

Tools & Technology:

WordPress, Airtable, Google Analytics, Mailchimp, Lede, Ghost, Salesforce, Trello, Otter.ai, Canva, Hindenburg

Methods:

A/B Testing, KPI Tracking, CRM Integration, SEO Optimization, DEI & Trauma-Informed Editorial Strategy, Coaching Program Design

Member:

LION Publishers, News Product Alliance, Tiny News Collective, INN, Philadelphia Journalism Collective

Education

M.S. Communication for Development and Social Change

Temple University, Philadelphia, PA

B.A. Journalism

Temple University, Philadelphia, PA

Additional Experience

- Advisory Board Member, Dobbins High School Media & Music Advisory Board (2020–Present)
- Qualitative Researcher, Philadelphia Inquirer Diversity Audit (2020)
- Curator, Red Bull Sound Select & Tiny Room For Elephants (2013–2018)