

NICOLE COBLER

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EXPERIENCE

Axios Media

Online news organization producing daily and weekly newsletters in its signature Smart Brevity style

Axios Austin Reporter

Aug. 2021-Present

- Launched and scaled the daily Axios Austin newsletter into a product that reaches 100,000 subscribers
- Translates complex policy and technology topics into accessible news stories using Axios' Smart Brevity framework
- Represents Axios externally through conferences like SXSW, broadcast appearances, and subscriber events

University of Texas at Austin

A public research university in Austin and the flagship institution of the UT System

Jan. 2025 - Present

Adjunct Professor

- Built and taught a first-of-its-kind newsletter and audience-focused course for journalists at UT's Moody College
- Mentors emerging journalists and communications experts in building high-impact stories across digital platforms
- Developed curriculum focused on reader psychology, trust-building, and modern media distribution

Austin American-Statesman

The major daily newspaper of Austin, circulation 130,000

State Politics Reporter

Sept. 2019 - Aug. 2021

- Led statewide coverage of the COVID-19 pandemic and major Texas political developments

Business and Technology Reporter

June 2018 - Aug. 2019

- Covered Austin's startup ecosystem and major technology companies during a period of rapid growth
- Managed audience engagement and social distribution strategy for the business and technology desk

Dallas Morning News

Daily newspaper serving the Dallas-Fort Worth area of Texas, circulation 216,200 daily subscribers

Washington Reporting Fellow

Sept. 2017 - June 2018

- Covered federal policy and political developments affecting Texas as a Washington correspondent

Hearst Media Austin Bureau

The Houston Chronicle and San Antonio Express-News' Texas Capitol bureau

Austin Bureau Intern

Spring 2017 & Jan. - Aug. 2016

- Produced breaking political coverage and enterprise reporting from the Texas Capitol

The Texas Tribune

Online nonprofit media organization in Texas covering state government and public policy

Investigative Reporting Fellow

Fall and Spring 2016

- Covered statewide breaking news and enterprise stories on Texas Legislature
- Contributed enterprise stories to the yearlong "Bordering on Insecurity" investigative series

News21

Summer-long national investigative reporting fellowship housed at Arizona State University

Investigative Reporting Fellow

Jan. - Aug. 2016

- Spent eight months reporting on Texas mail-in ballot fraud as part of a national reporting fellowship
- Coverage was picked up by the Washington Post and publications around the state

EDUCATION

University of Texas at Austin — Bachelor of Journalism

Aug. 2013 - May 2017

LEADERSHIP EXPERIENCE AND PROJECTS

Texas Student Media — Board member of UT's auxiliary enterprise, which oversees media properties like The Daily Texan, Cactus Yearbook, KVRX 91.7 FM and BurntXOrange.

Friends of The Daily Texan — Former board member of the nonprofit organization committed to funding scholarships and lending assistance to student journalists at the University of Texas.

UT-New York Times Collaboration — Project developer of college travel guide in 2016, which inspired "The Edit" newsletter.

AWARDS

Rising Star — 2025 winner of the Friends of the Daily Texan annual Rising Star award

SPJ Mark of Excellence Award — National winner for 2015 story for San Antonio Express-News and 2016 stories for the Texas Tribune

Investigative Reporters & Editors — 2016 winner for News21's "Voting Wars"