

# Janna Herron

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- *Seasoned reporter, writer and editor in personal finance and real estate journalism with experience in video, podcast and radio.*
- *Co-author of forthcoming book "[Retirement Bites: A Gen X Guide to Securing Your Financial Future](#)" from Hachette Book Group's Basic Venture.*
- *Recipient of three industry awards and a finalist for the Gerald Loeb Award.*

## **RELEVANT EXPERIENCE**

### **Freelance Journalist, Author and Speaker, New York**

March 2025 to present

- Report and write personal finance articles for Barron's and MarketWatch, among other outlets.
- Guest hosted The Wall Street Journal's Your Money Briefing podcast.
- Co-authored forthcoming book "[Retirement Bites: A Gen X Guide to Securing Your Financial Future](#)."

### **Yahoo Finance, New York**

*Senior columnist*, December 2023 to March 2025

- Wrote original [columns](#) on personal finance topics as well as how macroeconomic trends and government policy affected people's wallets.
- Served as on-air personal finance expert for Yahoo Finance Live's Wealth segments.

*Personal finance and real estate editor*, September 2019 to December 2023

- Developed the personal finance and housing coverage strategy for Yahoo Finance.
- Oversaw a six-person team of reporters plus a handful of outside contributors
- Generated fresh story ideas, assigned out those angles and edited all pieces.
- Collaborated with graphics, video, podcast and social media teams to package original reporting.
- Highlights: team average of 165,000 content views per article, the first outlet to report on [rising food insecurity during the pandemic](#) and a reporter's [podcast](#) optioned for a TV pilot script.

### **USA TODAY, New York**

*Personal finance and real estate reporter*, September 2018 to September 2019

- Pitched and wrote trend articles, breaking news and features on personal finance and housing, including exclusives on the [anniversary](#) of the [Great Recession](#) and a [three-article housing series](#).

### **Freelance Editor, New York**

*Writer and editor*, June 2018 to September 2018

- Served as lead editor on a LendingTree project, managing a 14-person team.

### **ValuePenguin, New York**

*Senior writer*, May 2017 to May 2018

- Pitched and wrote personal finance content, and edited copy from analysts and junior staffers.

### **The Fiscal Times, New York**

*Senior editor*, October 2015 to May 2017

- Wrote articles as well as assigned and edited ones from interns, freelancers and staffers.

### **Freelance Writer, New York**

*Writer and editor*, March 2014 to October 2015

- Wrote articles for The Real Deal and Bankrate, including [Warren Buffett's best real estate investment](#).

**Bankrate**, New York

*Credit card reporter*, June 2011 to March 2014

- Wrote an article on credit score disclosures that was part of an award-winning series.
- Interviewed as a personal finance expert by CNBC, CNNMoney, Fox News, among others.

**The Associated Press**, New York

*Real estate writer*, March 2008 to May 2011

- Wrote an article on foreclosure aid that was part of AP's award-winning Meltdown 101 series.
- First national reporter to unearth the [robo-signing scandal](#) during the foreclosure crisis.

*Newsperson*, February 2007 to March 2008

- Co-wrote an [award-winning article](#) on the subprime mortgage crisis.
- Wrote an [AP impact story](#) exposing a loophole in FICO's credit scoring system.

*Editorial assistant*, February 2006 to February 2007

**Freelance Writer**, New York

*Reporter and writer*, November 2005 to February 2006

**Commercial Property News**, New York

*Associate editor*, August 2004 to November 2005

## **OTHER EXPERIENCE**

**"Retirement Bites: A Gen X Guide to Securing Your Financial Future" book**

*Co-author*, set to publish Sept. 30, 2025 by Hachette Book Group's Basic Venture

**"Future Millionaires' Guidebook" ebook**

*Contributing writer*, published December 2012

## **PROFESSIONAL AWARDS & HIGHLIGHTS**

- SABEW, group award for Best in Business Digital Feature, 2011
- SABEW, group award for Best in Business Projects, 2008
- The Gerald Loeb Award, finalist in the News Services Category, 2007
- Peter Lisagor Award, Business and Consumer Reporting, 2007

## **EDUCATION**

**Iona College**, New Rochelle, N.Y.

Completed 30 credits toward Master of Science degree in Journalism, 2003-2006

**Duke University**, Durham, N.C.

Bachelor of Arts degree in English and Drama, 1997-2001