

MARISSA MAHONEY

WRITER + PHOTOGRAPHER + DIGITAL CONTENT MANAGER

CONTACT



(407) 221-2698



mahoney.marissa@gmail.com



[Online Portfolio](#)

I've been working on my craft since I was 14.

As a freshman, I was one of the rare few allowed to join my high school's newspaper. That same year, I was taught how to use Adobe InDesign to create newspaper and magazine layouts, a skill I've continued mastering throughout my career. Cut to senior year and I was chosen as editor-in-chief for my dedication to our humble paper. Everything about the news media world enticed me, making me feel like this is where I'm meant to be. I went on to achieve my Bachelor's degree in journalism at the University of Central Florida. During this time, I launched the university's first official digital publication, *Nicholson Student Media*, and served as both the editor-in-chief and web editor – overseeing 100 student journalists.

This fascination I had with journalism became a reality at *Orlando Weekly*. Suddenly, I was an editorial intern soaking in every little thing I could from such a well-produced alternative magazine. (They even fought with my university to keep me around longer.) My editor used to say, "Sometimes you throw things at the wall and they stick. Sometimes they don't." Well, I found a way to make things stick by identifying a growing trend in the Orlando community and creating editorial slideshows that garnered millions of views, breaking countless records at the *Weekly*. That same editor also trusted me to lead the digital content team for a short period after my internships ended, which also led to my contract work at the *San Antonio Current*.




My time with the *Fernandina Beach News-Leader* opened many doors for me. I grew as a beat reporter, strengthened my networking skills, produced some of my best stories and fully integrated into the community. After proving myself as a reporter, the publication put me in charge of managing the digital side of the newspaper. Beyond constantly keeping the website updated with fresh content, I dedicated much time and effort to building our social media presence with several new strategies. Using Google Analytics, I could show that my efforts tripled the *News-Leader's* digital numbers.

My journalism journey may not be conventional, but it clearly shows that no matter the hurdle, I never give up. I hope to speak with you soon about this exciting opportunity and how I, as a team player, can help your business grow.

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EDUCATION

2011

Lake Mary High School
Editor-in-Chief of *The Rampage*

2016

University of Central Florida
Bachelor of Arts, Journalism
Editor-in-Chief of *NSM Today*

SKILLS

◆ PROFESSIONAL

- Hard News
- Feature Stories
- Social Media Management
- Digital Content Management
- Photography
- AP Style
- Copy Editing
- HTML Coding
- Analytic Reports

◆ TECHNICAL

- Adobe InDesign
- Adobe Premier Pro
- Google Analytics
- Google Suite
- WordPress
- Blox Town News
- Hootsuite
- Audacity

REFERENCES

Scott Bryan

Editor
Fernandina Beach News-Leader
P: (828) 234-9733
E: publisher@tribune-georgian.com

Colin Wolf

Director of Digital Content
Euclid Media
P: (269) 760-1355
E: cwolf@cltampa.com

RELEVANT EXPERIENCE

Fernandina Beach News-Leader (Community Newspapers Inc.)

Staff Reporter | Sept. 2021 - Nov. 2022

- Developed and reported multiple hard news and feature stories per week at Florida's oldest weekly newspaper *Fernandina Beach News-Leader*
- Made strong connections with county government officials, law enforcement, nonprofits, as well as most of the arts and entertainment community in one of the fastest-growing Florida counties
- Produced over 100 front-page stories about the biggest news affecting this community, such as my in-depth story on the county attorney retiring in disgrace for breaking public record laws
- Took live shots with a Nikon DSLR (and multiple lenses) at county meetings and community gatherings and used my iPhone to garner more exposure for my stories by streaming footage on Facebook
- Managed digital content for the *News-Leader* using the Blox Content Management System: uploaded stories to web, sourced photos, executed top navigation changes and curated a new section for local elections
- Oversaw the *News-Leader's* social media presence with Hootsuite by scheduling distribution, implementing new strategies, engaging more directly with our audience, creating custom graphics to share quick news and launching an Instagram account
- Generated several analytic reports for upper management showing our digital numbers tripling since my involvement in the *News-Leader's* web presence

San Antonio Current (Euclid Media)

Remote Digital Content Editor | Sept. 2017 - Jan. 2018

- Advised editorial staff on discovering newsworthy stories, effective digital media practices and social media strategies while also remotely writing multiple news and feature stories daily
- Extensively utilized WordPress' content management system to package daily blogs and weekly slideshows, as well as proofread fellow reporters' stories
- Scheduled distribution of published content to the *Current's* Twitter, Instagram and Facebook with Hootsuite
- Produced the most popular content site-wide by creating multiple slideshows each week using basic HTML coding

Orlando Weekly (Euclid Media)

Contributor | Feb. 2017 - May 2017 & Editorial Intern | Aug. 2015 - May 2016




- Pitched and wrote daily blogs covering local breaking news, arts, food, music and movies
- Created editorial slideshows each week using WordPress' content management system, including the record-breaking gallery: "27 beautiful Florida destinations you probably didn't know existed."
- Produced the Bar Exam, a brutally honest column exploring Orlando nightlife
- Became the *Weekly's* first editorial intern to write multiple cover stories
- Oversaw the *Weekly's* internship program as interim digital content editor, working with new talent on finding stories and developing writing skills
- Packaged content for web and social media distribution with targeted keywords and headlines
- Photographed pivotal local events, such as the Pulse shooting and a 2016 Trump rally

Continued to page 2 for additional work history.

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ADDITIONAL WORK HISTORY

authenticWEB

Copywriter & Podcast Assistant | Aug. 2019 - Jan. 2020

- Wrote, proofread and distributed content for internal and client projects, including blog posts, press releases, social media posts and website copy
- Routinely updated client websites with fresh SEO on top of written and multimedia content using the WordPress content management system
- Uploaded and packaged videos with targeted thumbnails, captions, keywords and headlines within YouTube's Studio CMS
- Produced all written content for the Garlic Marketing Show, a podcast with industry leaders discussing game-changing marketing strategies

Raymond James & Associates

Branch Marketing Assistant | Feb. 2012 - Jan. 2017

- Organized and maintained confidential information for the senior vice president of financial investments
- Prepared financial performance reports for client consultations
- Managed client appreciation events, including producing invitations, overseeing RSVPs, as well as coordinating with venues and vendors
- Packaged and shipped documents to over 300 clients nationwide and abroad

NSM Today

Web Producer | Jan. 2016 & Editor-in-Chief | Feb. 2016 - May 2016

- Established the first official online news publication, NSM Today, at the University of Central Florida
- Advised over 100 student journalists in story discovery, crafting blogs and multimedia production, as well as establishing a network of sources with university officials and prominent local figures
- As web producer, I established the overall organization and appearance of NSM Today's website using the Blox content management system
- Following a promotion to editor-in-chief, I spent multiple hours per day in Blox reviewing blogs and multimedia content before green lighting to publish
- Scheduled and distributed published content to NSM Today's various social media accounts using Hootsuite