



CLARE MULROY

RELEVANT WORK EXPERIENCE

USA TODAY, New York, N.Y.

SEO Reporter | June 2023 - present

- Pitch and report daily evergreen and trending news stories with over 15 million culminated page views
- Brainstorm broad SEO strategy and provide newsroom insight on headlines and live blog SEO elements
- Pitch in-depth projects across sections, including within the bisexual community beat

SEO/Trending News Reporting Fellow | September 2022 - June 2023

- Pitched and reported daily evergreen stories, establish byline integrity across beats like nutrition, pet care, LGBTQ+ issues and more
- Analyzed daily and monthly traffic and search rank for long-term SEO strategy

SEO/Evergreen Content Intern | June 2022 - September 2022

- Wrote and edited multiple evergreen stories per week for USA TODAY's "Just Curious" page
- Used Google Trends to analyze key search terms and topics with SEO value

TODAY Show, NBC News, New York, N.Y.

TODAY.com Editorial Intern | January 2022 - April 2022

- Wrote three to five stories a week for the TODAY Show's digital site across pop culture, health, parenting, news/trending and food verticals
- Collaborated with TODAY writers and editors to produce SEO-friendly headlines and captions for social media
- Produced multimedia elements for long-form writing projects, including an interview-based COVID-19 story about college students

The Eagle, American University, Washington, D.C.

Editor-in-Chief | April 2021 - April 2022

- Managed and hired a team of 115 reporters and editors, edited and published five to seven articles daily
- Covered lawsuits and breaking news, including breaking American University's distribution of counterfeit KN95 masks
- Planned and designed print editions including long-form lifestyle articles, enterprise stories, sports features, staff editorials and columns

NBC News, Washington, D.C.

Washington Bureau Intern | June 2021 - August 2021

- Assisted White House Unit by transcribing press briefings and remarks
- Researched for Investigative Unit, booking team and helped Justice Department with long-term reporting projects
- Assisted Archives Team by logging House and Senate hearings, floor sessions and daily clips

Tagg Magazine, Washington, D.C.

Arts and Culture Reporting Fellow | September 2020 - May 2021

- Reported on LGBTQ+ community leaders including entrepreneurs, filmmakers and artists, wrote two to four articles per month

EDUCATION

American University, Washington, D.C.

Bachelor of Arts in Journalism

Minors in Sustainability and Women's, Gender, Sexuality Studies

- Graduated Summa Cum Laude in May 2022
- Cumulative GPA: 3.95

AWARDS

- NLGJA: Excellence in Bisexual Coverage (2023)
- Kappa Tau Alpha, National Journalism Honor Society (2022)
- Rodger Streitmatter Excellence in Journalism (2022)
- Best Four-Year Newspaper, The Eagle: College Media Association Apple Awards (2022)

SKILLS: SEO strategy, Google Analytics, Infogram, HTML, Adobe InDesign, Premiere, AP Style, photography