

# CLARE MULROY

## JOURNALIST

Books Reporter at USA TODAY who rebuilt and expanded a previously dormant section, leading coverage of publishing industry news, author interviews and literary culture

### CONTACT

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🌐 [Portfolio](#)

📌 [LinkedIn](#)

📍 New York, N.Y.

### SKILLS

**Reporting:** AP Style, investigative reporting, fact-checking, reported features, on-camera and podcast interviews

**Media:** Panel moderation and author events, external media appearances

**Multimedia:** TikTok, Instagram Reels, Adobe InDesign, Adobe Premiere, photography

**Audience:** Google Trends, Parse.ly, SEO analysis

### AWARDS

NLGA: Excellence in Bisexual Coverage Award (2023) (2025)

American University: Rodger Streitmatter Excellence in Journalism Award (2022)

American University: Kappa Tau Alpha Journalism Honor Society (2022)

College Media Association Apple Awards: Best Four-Year Newspaper, The Eagle (2022)

### EDUCATION

#### American University

**Bachelor of Arts in Journalism**

2018-2022

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

Honors: Summa Cum Laude (GPA: 3.95)

### WORK EXPERIENCE

#### USA TODAY

New York, N.Y.

**Books Reporter**

Nov. 2024 - present

- Relaunched USA TODAY's Books section, establishing editorial priorities and strategy
- Report and write four to six stories per week, including exclusive news, reviews, enterprise stories and interviews with bestselling authors and leading industry figures
- Write and produce a weekly Books newsletter, increasing its subscriber base by more than 30,000 readers in its first six months
- Develop reporter-led video and social media coverage to engage new audiences, collaborating with production, entertainment and audience teams
- Balance niche industry deep-dives and mainstream book news, serving both dedicated readers and broader audiences

**SEO Reporter**

Sept. 2022 - Nov. 2024

- Pitched and reported daily evergreen and trending news stories, accumulating over 20 million page views
- Optimized headlines and metadata for newsroom editors and reporters on daily, enterprise and breaking news stories
- Developed long-term digital strategy for books, culture, wellness and news coverage

**Evergreen Content Intern**

June 2022 - Sept. 2022

- Wrote and edited multiple evergreen stories per week for "Just Curious" vertical
- Used Google Trends to identify trending, search-dominant topics for coverage

#### TODAY Show, NBC News

New York, N.Y.

**TODAY.com Editorial Intern**

Jan. 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
- Collaborated with TODAY.com editors on smart headlines and social media captions
- Reported multimedia enterprise stories, including projects interviewing WWII veterans and college students across the country

#### NBC News

Washington, D.C.

**Washington Bureau Intern**

June 2021 - Aug. 2021

- Assisted White House Unit by transcribing press briefings and remarks
- Researched and assisted the Investigative Unit and Justice Department teams
- Collaborated with Archives team by logging House and Senate hearings, floor sessions and interviews

#### The Eagle

Washington, D.C.

**Editor-in-Chief**

April 2021 - April 2022

- Selected by a board of 15 alumni to run American University's largest daily student newspaper and lead a team of 115 reporters and editors
- Edited and published five to seven articles daily, plus breaking news
- Broke administration news, including an investigation into the school's counterfeit KN95 mask distribution, later picked up by local and national outlets
- Designed biannual print editions with long-form lifestyle articles, enterprise stories, sports features, staff editorials and columns

#### Tagg Magazine

Washington, D.C.

**Arts and Culture Reporting Fellow**

Sept. 2020 - May 2021

- Wrote two to four stories per month, interviewing LGBTQ+ community leaders, entrepreneurs, filmmakers and artists
- Contributed reporting for Enterprising Women of the Year series