




# CLARE MULROY


## JOURNALIST

### CONTACT

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 claremulroy@gmail.com

 [Portfolio](#)

 [LinkedIn](#)

 New York, New York

### SKILLS

Google Trends

Conductor Searchlight

AP Style

Adobe: InDesign, Premiere

Photography

### 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)

### AWARDS AND ACKNOWLEDGMENTS

NLGJA Panel Speaker: Maximizing Bi+ Coverage in the Media (2024)

NLGJA: Excellence in Bisexual Coverage Award (2023)

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)

### WORK EXPERIENCE

#### USA TODAY

New York, N.Y.

##### SEO Reporter

June 2023 - present

- Pitch and report daily evergreen and trending news stories with over 20 million culminated page views since June 2023
- Assist reporters across the newsroom with optimized headlines and metadata on daily, enterprise and breaking news stories
- Develop long-term SEO strategy for Books, Wellness, News and Graphics coverage

##### SEO Reporting Fellow

Sept. 2022 - June 2023

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

##### SEO/Evergreen Content Intern

June 2022 - Sept. 2022

- Wrote and edited multiple evergreen stories per week for "Just Curious" vertical
- 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

Jan. 2022 - April 2022

- Wrote three to five stories a week for TODAY Show's digital site across pop culture, health, parenting, news, trending and food verticals
- Collaborated with TODAY writers and editors on SEO-friendly 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 for daily and long-term projects out of the Investigative Unit and Justice Department teams
- Collaborated with Archives team by logging House and Senate hearings, floor sessions and daily clips

#### The Eagle

Washington, D.C.

##### Editor-in-Chief

April 2021 - April 2022

- Selected by a board of 15 alumni to run American University's award-winning daily student newspaper and manage and hire a team of 115 reporters and editors
- Edited and published five to seven articles daily plus breaking news, including American University's distribution of counterfeit KN95 masks
- Planned and designed biannual print editions with long-form lifestyle articles, investigative reports, 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 including entrepreneurs, filmmakers and artists
- Contributed reporting for Enterprising Women of the Year series

#### Voice of America

Washington, D.C.

##### Media Lab Intern

May 2020 - July 2020

- Created daily 60-second videos with top stories and global environmental news while meeting strict deadlines
- Edited footage from wire service using Adobe Premiere Pro