

@cammckeon @cammckeon





October 2023 - Present

EXPERIENCE

Digital Producer and Journalist

Chattanooga Times Free Press, Chattanooga, TN

- Write the 'Good Day, Chattanooga' morning newsletter - a roundup of uplifting stories in the Chattanooga region — 4 days a week for an audience of $\sim 16,000$ readers
- Manage and design posts for 20+ social media accounts, including @EatNextChatt, an Instagram account highlighting our food coverage that I run exclusively and have grown to nearly 4,000 followers in a year and a half.
- Cover the Chattanooga Lookouts, the Cincinnati Reds Double-A affiliate, while chipping in feature stories centered around other sports, from beach volleyball to Olympic weightlifting
- Wrote stories in 11 of 12 issues of Chatter Magazine, the Times Free Press' lifestyle magazine, in ٠ 2024, including six 2,000+ word feature stories
- Sets up morning, evening, sports and other newsletters using the engagement platform Braze
- Formats around 8-10 stories a day, embeds videos and creates photo galleries in the Ellington CMS •

Media/Communication Intern

Portland Pickles, Portland, OR

- Wrote 40+ game recaps while contributing other articles to website's 'News' section for the collegiate summer baseball team in the West Coast League.
- Created and ran official Twitter account (@PicklesGameday), accumulating 100 followers in the summer for an account focused on providing live, in-game updates for every Portland Pickles game
- Operated overhead camera for broadcast, featured on YouTube and local television channels
- Posted daily on team Instagram, Twitter, and Facebook
- Briefly revived baseball career and pitched in two games for the team, amassing 11 strikeouts in 4 2/3 innings

Digital Producer

The NewsHouse, Syracuse, NY

- Produced 9 articles, from hockey coverage to film reviews to feature-length profiles for the digital news platform
- Copy- and back-edited entertainment and sports stories for publication to the site
- Tracked and analyzed traffic to the website using Google Analytics and wrote findings in reports for the editor
- Researched, sourced and produced an enterprise story on the social media conspiracy theories surrounding NFL cornerback Damar Hamlin for the site's "Infodemic" package
 - o Syracuse Press Club finalist for 'Best Student Print/Digital Sports Story '

SKILLS

- Microsoft Word and Excel
- Adobe Illustrator, InDesign, and Photoshop
- Google Analytics, Trends, Zoom, WordPress
- Braze, Ellington, Social News Desk

AWARDS/ACHIEVEMENTS

- Graduated Magna Cum Laude in both the Newhouse School and Maxwell School
- 7x Dean's List
- 2023 Syracuse Press Club honorable mention
- 2020 Best of Student Nonfiction Series

EDUCATION

GPA: 3.66

SYRACUSE UNIVERSITY

S.I. Newhouse School of Public Communications B.S.: Newspaper & Online Journalism

Maxwell School of Citizenship and Public Affairs B.A.: Anthropology

ANGLO-AMERICAN UNIVERSITY Prague, Czech Republic

May 2023

Spring 2022

January 2023 - May 2023

June 2022 - August 2022