

SETH HENDERSON

Multimedia Reporter | Print & Digital Storytelling | Community Coverage

+1408 621-6556



shenderson.connect@gmail.com



Sacramento, CA 95838



SUMMARY

Multimedia reporter with newsroom and digital production experience, skilled in turning complex issues into clear, engaging stories. Proven leader as editor-in-chief, managing staff and shaping coverage priorities. Experienced across print, digital, and social platforms, with a commitment to impactful community storytelling.

SKILLS

Reporting & Editing

- AP Style, fact-checking, and headline writing that grabs attention.
- Investigative reporting and interviewing on government, business, community beats.
- Copy editing and story development to improve clarity, accuracy.
- Deadline-driven production with consistent newsroom turnarounds.
- Translate complex policy issues into accessible reporting.
- Mentor and edit peers to raise newsroom quality.
- Apply editorial judgment and ethics in sensitive stories.

Digital & Technical

- Social media analytics to guide content and audience growth.
- Video editing with iMovie and After Effects.
- Graphic and layout design, including captions and visuals.
- Publishing workflows across print and digital CMS.
- Produce multimedia packages (text, video, graphics) to boost engagement.
- Coordinate coverage across print, digital, and social outlets.
- Adapt content for audiences on Facebook, Instagram, X, TikTok.

PROFESSIONAL EXPERIENCE

Reporter/Editor

Messenger Publishing Group - Sacramento, CA
May 2025 - Present

- Produced clear, accurate articles under tight deadlines for diverse local readership.
- Investigated stories through events, interviews, and records, delivering reporting that built community trust.
- Edited and fact-checked copy to maintain high standards of accuracy and AP Style.
- Wrote compelling headlines and captions that boosted reader engagement.
- Planned print and digital layouts with editors, ensuring strong story flow across platforms.

Social Media Manager

The Connection - Cosumnes River College
Sacramento, CA August 2024 - May 2025

- Developed daily multimedia content (video, graphics, posts) that increased engagement and grew followers.
- Collaborated with sources and organizations to expand reach and visibility of stories.
- Analyzed audience data to guide content strategy and improve performance.
- Assigned content and managed the publishing schedule for multiple social platforms.

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AWARDS & RECOGNITION

- Certificate of Appreciation, The Connection (Spring 2023)
- Outstanding Service Award, The Connection (Fall 2023 & Spring 2024)
- JACC State On-The-Spot Award – Honorable Mention, Sports Story (2024)
- JACC NorCal Award – Honorable Mention, Feature Photo (2024)
- JACC NorCal Award – 3rd Place, Sports Game Story (2024)
- JACC General Excellence Award, The Connection (2024)

EDUCATION

Homestead High School | Cupertino, CA

- High School Diploma - 2015

Cosumnes River College | Sacramento, CA

Journalism | *The Connection*

- Staff Writer - Spring 2023
- Editor-in-Chief - Fall 2023/Spring 2024
- Social Media Editor - Fall 2024
- AA Degree - Journalism - Spring 2025

PROFESSIONAL EXPERIENCE

Editor-in-chief

The Connection - Cosumnes River College
Sacramento, CA

Aug. 2023 to May 2024

- Directed newsroom operations, managing story budgets and assigning coverage priorities.
- Mentored staff writers and editors, guiding their development and improving story quality.
- Coordinated with faculty advisor to evaluate publication strengths and address weaknesses.
- Oversaw deadlines and production schedules, ensuring consistent, timely output.

Staff Writer

The Connection - Cosumnes River College
Sacramento, CA

Jan. 2023 to May 2023

- Reported on sports, news, opinion, and entertainment with consistent accuracy and clarity.
- Conducted in-person interviews and follow-ups, producing investigative and enterprise stories.
- Turned stories quickly under deadline pressure while maintaining strong editorial standards.