

MARTIE BOWSER

JOURNALIST

Profile

I am a dedicated and detail-oriented journalist who enjoys uncovering the story between the lines.

I have extensive experience researching, writing, and editing news stories for print and digital platforms. I am proficient in conducting interviews, fact-checking, and adhering to tight deadlines. I have proven the capability to deliver compelling, accurate, and well-researched articles on various topics.

I have received praise for cultivating strong relationships with sources and gaining high-visibility interviews for outlets.

I'm well-versed in multimedia reporting, social media engagement and SEO writing.

EXPERIENCE

TRAVEL EXPERIENCE REPORTER

DeTourXP (McClatchy Media)

Jan. 2023 - Present

- Write engaging articles focused on global travel, events, and places of interest.
- Participate in press/familiarization tours to cover new venues, events, and attractions.
- Conduct celebrity interviews with a travel angle.
- Write and submit accurate, engaging, and fact-checked stories.
- Respond quickly to emergencies and other breaking news stories within the travel/event industry (travel advisories, tours, etc.)
- Stay up-to-date with current events and trends to stay ahead of the competition.

ENTERTAINMENT REPORTER (CONTRIBUTOR)

The Black Wall Street Times

Nov. 2022 - Present

- Write engaging op-eds or articles on trending entertainment-focused topics.
- Conduct interviews with notable figures in government, entertainment, etc.
- Live tweet award shows.
- Collaborate with producers and editors to develop e-mail marketing content and digital web series scripts.

FEATURE/NEWS WRITER

Blavity

Aug. 2022 - Present

- Follow trending stories and breaking news in entertainment, person of interest, pop culture, and film/TV.
- Pitch and research long-form stories and op-eds to promote investigative news topics.
- Conduct digital branded interviews
- Participate in live press junkets and multi-cast interviews
- Produce branded content for series, including HBCU Homecoming Month, PRIDE, Black Business Month, etc.
- Create or transcribe verbiage for web-segments.

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EDUCATION

BACHELOR OF ARTS: ADVERTISING

Appalachian State University - Boone, NC

CERTIFICATION: HOSPITALITY AND TOURISM MARKETING

Florida Atlantic University - Boca Raton, FL

SKILLS

- Web Design
- Copywriting
- HTML coding
- Wordpress management/use
- SEO Management/Writing
- Photoshop, Adobe Illustrator, Canva
- CRM Management
- Time Management, adhere to editorial deadlines and a calendars
- Research and fact-checking
- Social media management
- Project Management Tools
- Strong Communication