

MARTIE BOWSER

JOURNALIST

Objective

I am a dedicated and detail-oriented travel and culture 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 topics ranging from the "check-in to check out" experience of a luxury hotel to detailing the scared roads of South Carolina from Gadsens Warf to the metro of Columbia. I pride myself on cultivating strong relationships with sources and having the ability to craft thought-provoking stories and high-visibility interviews.

I'm well-versed in multimedia reporting, social media engagement, SEO writing, and press junkets/digital interview

EXPERIENCE

TRAVEL EXPERIENCE REPORTER

DeTourXP (McClatchy Media)

Jan. 2023 - Present

- Write engaging articles focused on global travel, events, and places of interest.
- Participate in international and domestic press/familiarization tours to cover new venues, events, and attractions.
- Conduct in-depth interviews with persons of interest to humanize a location.
- Write and submit accurate, engaging, and fact-checked stories.
- Respond quickly to emergencies and other breaking news stories within the travel/hospitality industry (travel advisories, tours, etc.)
- Cover new or updates to airline/hospitality point and reward tiers and credit card policies/regulations/

CULTURE/POP CULTURE NEWS REPORTER

The Black Wall Street Times

Nov. 2022 - Present

- Write engaging op-eds or articles on trending culture focused topics.
- Conduct interviews with notable figures in government, entertainment, etc.
- Live tweet award shows.
- Manage annual "Black Travel 365 Green Book"
- Collaborate with producers and editors to develop e-mail marketing content and digital web series scripts.

FEATURE/CULTURE WRITER

Blavity

Aug. 2022 - Present

- Pitch and research long-form stories and op-eds to promote investigative news topics.
- Create original content connecting travel and location-based stories with cultural aspects such as minority-owned businesses, institutions, and persons of interest.
- 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.



[MartieBowser.JournoPortfolio.com](https://www.martiebowser.com)



[Muck Rack](https://www.muckrack.com)



ShelsAWriterKinda@gmail.com



704-615-5815



Charlotte, NC

BYLINES SEEN IN

[ESSENCE - TRAVEL/LIFESTYLE](#)

[WAYMAKER JOURNAL - TRAVEL](#)

[INCLUB MAGAZINE - TRAVEL](#)

[ATLANTA BLACK STAR - TRENDING NEWS](#)

[YAHOO- TRENDING NEWS/CULTURE](#)

[MSN - TRENDING NEWS/CULTURE](#)

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