

Mari Pressley



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🌐 <https://tinyurl.com/MariPLinkedin>

Executive Summary

Journalism student with extensive student publication leadership experience and a demonstrated ability to create engaging and accessible content. Exhibits a history of producing high-quality journalistic writing and SEO-optimized articles while maintaining enthusiasm for research, storytelling and social media content creation.

Education

Winthrop University, 701 Oakland Ave, Rock Hill, SC

Aug. 2020 - Present

- Bachelor of Arts in Mass Communication, minor in Professional Writing
- Expected graduation May 2024

Experience

The Charlotte Observer

Service Desk Intern + CharlotteFive Intern

June 2023 - Aug. 2023

- Pitched articles on a weekly basis.
- Wrote nearly 40 articles over the course of the summer.
- Researched, contacted and interviewed sources.
- Assisted in SEO research and wrote SEO conscious articles using subheads, keywords, teasers, summaries and AP Style.
- Assisted in news coverage via TikTok, Instagram and Threads for CharlotteFive.

Credit Karma

Editorial Growth Marketing Intern

May 2022 - Aug. 2022

- Implemented content updates to ensure accuracy and optimize performance.
- Published items in CMS Wordpress system and edited articles.
- Helped launch an Editorial maintenance function essential to maintaining a deep library of Content through extensive research, including interviews and surveying all Editorial team members and some SEO team members.
- Analyzed and tracked performance according to the current content maintenance system.
- Assisted in content updates to ensure accuracy and optimize performance.
- Wrote articles titled, "How to Get a Money Order" and "How much are Closing Costs?"

The Johnsonian Newspaper

Managing Editor

Aug. 2020 - May 2023

- Served in various positions including, staff writer, arts & culture editor, news editor, copy editor and managing editor
- Aided in staffing decisions, assisted in coordination of a workshop, aided in the management of pitch meetings and recruited new staff writers.
- Researched, contacted and interviewed sources.
- Pitched article ideas at weekly meetings, wrote 1-2 articles on a weekly basis and met with assistant editors bi-weekly.
- Led social media initiatives, generated weekly social media content and assisted web editors.
- Enforced AP style rules, edited, fact checked articles and ensured optimal quality of content for print and web content.
- Photographed images for articles, wrote articles, assigned articles and edited articles.

Achievements

- **S.C. Press Association Scholarship Recipient for the 2023-2024 school year (2023)**
- **Winthrop Department of Mass Communication Leadership Award (2023)**
- **S.C. Press Association: 2nd Place Arts and Entertainment Story in Division I (2022):** Recognition for Arts, Culture, and Tech section story, "Arts Spotlight: Lights, Camera, Action."
- **Terry Plumb Writing Award (2021):** Certificate of Recognition sponsored by The Herald in cooperation with the Winthrop University department of Mass Communication for news article titled, "WUPO Statistics Show Increase in Reported Rape Cases."

Skills

- Adobe tools including Indesign, Premiere Pro, Audition and Premiere Rush
- Written and verbal communication
- Fact-checking
- Self-editing
- Research
- Social media content creation and engagement via **Instagram, TikTok and Threads.**
- Publishing via **content management systems**
- Analytical thinking