

Mari Pressley



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Executive Summary

Writer with experience in producing engaging content across various media platforms. Demonstrates success in growing social media accounts, creative content production and SEO writing, with the ability to quickly learn new platforms, write according to AP style and adapt to new audiences.

Education

Bachelor of Arts, Mass Communication
Winthrop University, Rock Hill, SC

Aug. 2020 - May 2024

Experience

CharlotteFive

Aug. 2023 - Present

Freelance Writer

- Writes content, including feature articles, breaking news, social media content, video scripts and newsletters.
- Generates creative social media content for Instagram, Threads and TikTok, engaging CharlotteFive's audience to effectively promote stories.
- Monitors industry trends and examines analytics to optimize social media performance.
- Created an Instagram Reel about Activate Charlotte, which gained 376,877 views, received over 51,489 interactions and earned CharlotteFive 2,495 follows, contributing to CharlotteFive's growth to 100,000 followers.

All On Board York County

Jan. 2024 - March 2024

Communications Intern

- Collaborated with the Executive Director to develop promotional materials, ensuring alignment with overall goals.
- Developed creative content such as flyers, social media posts, Instagram Reels, TikToks and billboards to increase brand visibility and engagement.
- Assisted in coordination of All On Board's annual student talent show, managed documents and organized media assets to ensure seamless event execution.
- Conducted interviews with students at the talent show and filmed content for social media and the media asset library.

The Charlotte Observer

June 2023 - Aug. 2023

Service Desk + CharlotteFive Intern

- Pitched articles on a weekly basis, utilizing SEO tools such as Parsl.ey and Google Trends.
- Assisted in SEO research and wrote SEO conscious articles using subheads, keywords, teasers, summaries and AP style.
- Researched, contacted and interviewed sources, publishing nearly 40 articles over the course of the summer via CUE.
- Supported news coverage and community engagement via TikTok, Instagram and Threads for CharlotteFive.

Credit Karma

May 2022 - Aug. 2022

Editorial Growth Marketing Intern

- Implemented content updates to ensure accuracy and optimize performance.
- Published items in WordPress, copy edited articles and maintained high editorial standards.
- Contributed to the development of an editorial maintenance function aimed at maintaining a deep library of content through extensive research, including performance data, interviews and surveys of editorial and SEO team members.
- Analyzed and tracked content performance using WordPress.
- Wrote articles titled, "How to Get a Money Order" and "How much are Closing Costs?"

The Johnsonian Newspaper

Aug. 2020 - May 2023

Managing Editor

- Served in various positions, including staff writer, arts & culture editor, news editor, copy editor and managing editor.
- Aided in staffing decisions, coordinated an all-staff workshop and managed article pitch meetings.
- Configured pages in InDesign weekly, wrote one to two articles per week and led bi-weekly meetings with editors.
- Managed social media initiatives, generated weekly social media content and published items via Wordpress.
- Enforced AP style rules, proofread and edited articles, ensuring optimal quality of print and web content.

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 Suite, including Indesign, Premiere Pro and Premiere Rush
- AP style
- Proofreading
- Copy editing
- Research
- Publishing via content management systems (CMS).