




MARISSA MAHONEY

WRITER + PHOTOGRAPHER + DIGITAL CONTENT MANAGER

CONTACT

-  (407) 221-2698
-  mahoney.marissa@gmail.com
-  [Online Portfolio](#)

EDUCATION

2011

Lake Mary High School
Editor-in-Chief of *The Rampage*

2016

University of Central Florida
Bachelor of Arts, Journalism
Editor-in-Chief of *NSM Today*

SKILLS

◆ PROFESSIONAL

- Hard News
- Feature Stories
- Social Media Management
- Digital Content Management
- Photography
- AP Style
- Copy Editing
- HTML Coding
- Analytic Reports

◆ TECHNICAL

- Adobe InDesign
- Adobe Premier Pro
- Google Analytics
- Google Suite
- WordPress
- Blox Town News
- Hootsuite
- Audacity

REFERENCES

Scott Bryan

Editor
Fernandina Beach News-Leader
P: (828) 234-9733
E: publisher@tribune-georgian.com

Colin Wolf

Director of Digital Content
Euclid Media
P: (269) 760-1355
E: cwolf@cltampa.com

RELEVANT EXPERIENCE

Fernandina Beach News-Leader (Community Newspapers Inc.)

Staff Reporter | Sept. 2021 - Nov. 2022

- Developed and reported multiple hard news and features stories per week at Florida's oldest weekly newspaper Fernandina Beach News-Leader
- Made strong connections with county government officials, law enforcement, nonprofits, as well as most of the arts and entertainment community in one of the fastest growing Florida counties
- Produced over 100 front page stories about the biggest news affecting this community, such as my in-depth story on the county attorney retiring in disgrace for breaking public record laws
- Took my own live shots with a Nikon DSLR (and multiple lenses) at county meetings and community gatherings and used my iPhone to garner more exposure for my stories by streaming footage on Facebook
- Managed digital content for the News-Leader using the Blox Content Management System: uploaded stories to web, sourced photos, executed top navigation changes and curated a new section for local elections
- Oversaw the News-Leader's social media presence with Hootsuite by scheduling distribution, implementing new strategies, engaging more directly with our audience, creating custom graphics to share quick news and launching an Instagram account
- Generated several analytic reports for upper management which showed our digital numbers tripling since my involvement in the News-Leader's web presence

San Antonio Current (Euclid Media)

Remote Digital Content Editor | Sept. 2017 - Jan. 2018

- Advised editorial staff on discovering newsworthy stories, effective digital media practices and social media strategies while also remotely writing multiple news and feature stories per day
- Extensively utilized WordPress' content management system to package daily blogs and weekly slideshows, as well as proofread fellow reporters' stories
- Scheduled distribution of published content to the *Current's* Twitter, Instagram and Facebook with Hootsuite
- Produced the most popular content site-wide by creating multiple slideshows each week using basic HTML coding

Orlando Weekly (Euclid Media)

Contributor | Feb. 2017 - May 2017 & Editorial Intern | Aug. 2015 - May 2016

- Pitched and wrote daily blogs covering local breaking news, arts, food, music and movies
- Created editorial slideshows each week using WordPress' content management system, including the record-breaking gallery: "27 beautiful Florida destinations you probably didn't know existed."
- Produced the Bar Exam, a brutally honest column exploring Orlando nightlife
- Became the *Weekly's* first editorial intern to write multiple cover stories
- Oversaw the *Weekly's* internship program as interim digital content editor, working with new talent on finding stories and developing writing skills
- Packaged content for web and social media distribution with targeted keywords and headlines
- Photographed pivotal local events, such as the Pulse shooting and a 2016 Trump rally

Continued to page 2 for additional work history.

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ADDITIONAL WORK HISTORY

authenticWEB

Copywriter & Podcast Assistant | Aug. 2019 - Jan. 2020

- Wrote, proofread and distributed content for internal and client projects, including blog posts, press releases, social media posts and website copy
- Routinely updated client websites with fresh SEO on top of written and multimedia content using the WordPress content management system
- Uploaded and packaged videos with targeted thumbnails, captions, keywords and headlines within YouTube's Studio CMS
- Produced all written content for the Garlic Marketing Show, a podcast with industry leaders discussing game-changing marketing strategies

Raymond James & Associates

Branch Marketing Assistant | Feb., 2012 - Jan. 2017

- Organized and maintained confidential information for the senior vice president of financial investments
- Prepared financial performance reports for client consultations
- Managed client appreciation events, including producing invitations, overseeing RSVPs, as well as coordinating with venues and vendors
- Packaged and shipped documents to over 300 clients nationwide and abroad

NSM Today

Web Producer | Jan. 2016 & Editor-in-Chief | Feb. 2016 - May 2016

- Established the first official online news publication, NSM Today, at the University of Central Florida
- Advised over 100 student journalists in story discovery, crafting blogs and multimedia production, as well as establishing a network of sources with university officials and prominent local figures
- As web producer, I established the overall organization and appearance of NSM Today's website using the Blox content management system
- Following a promotion to editor-in-chief, I spent multiple hours per day in Blox reviewing blogs and multimedia content before green lighting to publish
- Scheduled and distributed published content to NSM Today's various social media accounts using Hootsuite