

# Briona McGregor's Resume

## Briona McGregor

Telling Stories through Data

### Currently

Attending Brigham University-Idaho as a full time student.

### Specialized in

Social analytics, statistics, and journalism.

### Research interests

Social trends and patterns,

### Education

2022 - Present **Brigham Young University-Idaho**

- B.S. in Sociology
- Minor in Statistics
- Emphasis in Journalism
- Certificate in Data Science

## Occupation

Jan 2025 - Present **Rexburg**, Idaho

- Editor-in-Chief of BYUI Scroll Formalized the goals and mission of the publication across reporting, marketing, and mentoring. Increased stability by creating long-term guides and policies to pass on to future employees and students. Altered approach to news by utilizing data on the existing and untapped audiences of the publication.

April 2024 - Dec 2024 **Rexburg**, Idaho

- Managing Editor of BYUI Scroll Pushed reporters to maximize their effectiveness in bringing the voices of the community to the page. Collaborated directly with the editor-in-chief to determine the direction of the publication. Maximized engagement and marketing with the student body, community, and businesses.