

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.