

KIRA LYONS BARRETT

JOURNALIST

PROFILE

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EDUCATION

B.S. Journalism, Expected May '20
University of Maryland, College Park
GPA: 3.7

American University of Rome
Jan - May '19

*Nonprofit Leadership and Social
Innovation Minor*

SKILLS

Video and audio editing
Data and research analysis (MS Excel, R)
HTML and CSS, Adobe Suite
Innovation, ideation and design thinking

ACTIVITIES

DaCadence A Cappella

Advertising, Facebook, Instagram

Smith School of Business

Strategic Communications Writer

University Honors Program Leader

Peer Mentor, Teaching Assistant

AWARDS

Honors College (University Honors)
President's Scholarship
DoGood Social Innovation Challenge
Lightning pitch round winner
Dow Jones News Fund Training Program
Business Track, 2019

MEDIA EXPERIENCE

June 2019 - Aug 2019

Industry Dive | Editorial Intern

Business journalism publication with 18 verticals

- Developed an industry source who helped me break the **most-read story** on Marketing Dive this quarter, with over 6,000 views
- Synthesized emerging finance, marketing and technology news into readable briefs for daily newsletter
- Reported a feature article on a growing industry trend that drove more than **15 newsletter subscriptions** and is the ninth **most-read story** this year

Sept 2018 - Dec 2018

Street Sense Media | Income and Inequality Reporter

Street paper covering homelessness in Washington, D.C.

- Covered local homelessness policy, serving as a watchdog and developing government sources
- Investigated financial abuse to expose new trends through interviews with victims, lawyers and advocates
- Published and web-optimized bi-weekly articles written by the homeless community

June 2018 - Aug 2018

NEAToday | Senior Editorial Assistant

National Education Association's news magazine

- Pitched online feature article about social media affecting educators; **interviewed more than 10** teachers using local Facebook groups
- Interviewed members including school administrators, teachers and staff nationwide
- Analyzed dress code research to write a high-impact article, generating **80+** comments