

MARY KING

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EDUCATION

UNC-Chapel Hill Hussman School of Journalism and Media

B.A. Media and Journalism; Minor in Music

GPA: 3.86; Graduation expected May 2022

EXPERIENCE

The Daily Tar Heel – Chapel Hill, N.C.

(Independent, student-run newspaper covering UNC-Chapel Hill and Orange County)

Audience engagement editor (August 2020 — Present)

- Develop and execute social media strategy to drive audience engagement with news coverage; conduct public relations and interact with readers
- Plan, write and schedule social media content on Twitter, Facebook, LinkedIn and TikTok—and, starting in the spring semester: Instagram and Pinterest
- Manage more than 30 staffers: provide thorough coaching on social media and newsletter copy, host skill-building workshops, develop and maintain remote workflow
- Write and curate DTH at a Glance, a newsletter with more than 9,000 subscribers
- Occasionally write news and opinion articles

Arts & culture staff writer (January 2020 — May 2020)

- Developed story concepts and wrote features on arts organizations, musical performances and cultural phenomena on UNC's campus and in the surrounding community
- Wrote columns on campus life and recorded an audio story on Carolina Tiger Rescue's reaction to the hit documentary "Tiger King"

Copy & online staffer (September 2019 — December 2019)

- Fact-checked stories and edited for mechanics, clarity, grammar and AP style
- Composed Twitter and Facebook posts to drive engagement with articles

INDY Week – Durham, N.C.

(Alt-weekly newspaper covering the N.C. Triangle area)

Freelance journalist (August 2020 — November 2020)

- Pitched and wrote six stories covering local LGBTQ affairs
- Reported on LGBTQ-related activism, events, businesses and social justice issues

Intern (May — August 2020)

- Wrote hundreds of social media posts for Twitter and Instagram
- Wrote news and feature stories on arts and culture, activism and businesses

SKILLS

- Copy editing, Associated Press style
- Public speaking
- Basic web development (HTML/CSS, Bootstrap 4)
- Social media schedulers (Buffer, Later, in-house schedulers)
- Adobe suite (Photoshop, Lightroom, Premiere, Audition, InDesign)
- Music theory, vocal performance, perfect pitch