MariCarmen Mosso

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Storyteller, Data & Visual Communicator, Marketing & Audience Insights

Creative and analytical communicator with experience across journalism, data visualization, content strategy, internal communications, and brand-facing work. Skilled in translating complex data, policy, and ideas into clear narratives, visual stories, and audience-first messaging. Background spans media, analytics, and design, with a strong record of collaboration, execution, and creative problem-solving in fast-moving environments.

Experience

Assistant Editor - Storybench | Aug 2025–Dec 2025
- Edited and produced stories focused on innovation in journalism, digital media, AI, data, and entertainment.
- Supported content planning, publishing workflows, and social promotion to expand audience reach and engagement.

Freelance Data Visualization Designer – GBH | August 2025
- Commissioned to design an interactive U.S. map illustrating economic and job losses tied to reduced international student enrollment.
- Rebuilt and analyzed state-level economic and policy data from NAFSA, translating complex datasets into accessible public storytelling.
- Designed and developed the project using HTML, CSS, and JavaScript, ensuring visual clarity, usability, and cross-platform functionality

College of Arts, Media and Design (CAMD) — Graduate Assistant | May–Jul 2025
- Led content strategy for the redesign of Northeastern's College of Arts, Media and Design graduate programs website.
  Crafted program descriptions, student journey narratives, and accessible messaging aligned with brand voice and UX principles.

Hoka – Sales Lead, Founding Team | Jul 2024 – Dec 2025
- Supported launch and opening-day operations for HOKA's first New England retail location.
- Delivered high-touch customer experience through tailored product storytelling and brand communication.
- Consistently exceeded sales goals and mentored associates on sales strategy, service, and brand execution.

Marsh McLennan – Internal Communications Intern | Jan 2023 – Jun 2023
- Designed communications for 85,000+ employees across newsletters, intranet, and Slack.
- Supported executive and leadership messaging aligned with DEI and talent initiatives.
- Coordinated logistics and communications for leadership town halls with 2,000+ participants.

Harvard University - Multimedia Technician at FAS Education Support Services | Jun 2022 - May 2022
- Assisted with the setup and management of complex technology systems for a variety of occasions.
- Served as a point of contact for university stakeholders to troubleshoot technology issues.
- Produced and filmed an array of events including live streams, classes, film festivals, and graduation.

Education:
Northeastern University : M.S. in Media Innovation & Data Communications, GPA 4.0, Dec 2025
Northeastern University: B.A. in Communication & Media Studies, Minor in Marketing, Magna Cum Laude, May 2024

Relevant Skills:
Data & Digital: R, HTML, CSS, JavaScript, Datawrapper, Google Analytics, Tableau, Flourish, Excel
Creative Tools: Adobe Creative Suite (Premiere, Photoshop, InDesign), Canva, Figma, Microsoft Office
Languages: Spanish (Fluent), French (Intermediate)