

# Micheala Sosby

portfolio: [michealasosby.github.io](https://michealasosby.github.io)

mmsxv3@mail.missouri.edu / 219-331-5864

---

## Education

### University of Missouri

anticipated completion December 2019

*Master of Business Administration, Entrepreneurship and Innovation Strategy*

- **Teaching Assistant | Entrepreneurship and Media of the Future.** Mentoring teams of graduate journalism/business students as they develop innovation strategies for startups and media organizations such as The Associated Press and the Columbia Missourian
- **Teaching Assistant | News Writing.** Co-teaching an honors news writing class, introducing key reporting concepts and coaching students to improve their writing and self-editing skills

### University of Missouri

December 2016

*Bachelor of Journalism - Convergence, Emerging Media; minor in business*

- **Columbia Missourian.** Formulated and executed new social media strategies, communicated audience analytics data to the rest of the newsroom, partnered with local schools to develop an outreach program
- **KOMU 8 TV.** Gathered, verified and published user-generated content, managed social media campaigns
- **KBIA-FM 91.3.** Produced enterprise multimedia packages for mid-Missouri's NPR member station

## Professional Experience

### NASA's Goddard Space Flight Center (Greenbelt, Maryland)

June 2017-present

*Storytelling Strategist*

- Developing NASA's emerging audio storytelling and podcasting strategy
- Co-managing NASA Goddard's Instagram, Snapchat, Tumblr, Facebook and Twitter accounts
- Mentoring audio storytelling and production interns
- Co-produced the NASA Explorers: Apollo podcast for the 50th anniversary of the Moon landing
- Designed the "Share Your Apollo Story with NASA" audience engagement effort, resulting in 400+ submissions
- Triaged 100+ media requests and developed communications plans related to the August 2017 total solar eclipse

### Newsy Videos (Columbia, Missouri)

May 2016-April 2017

*Engagement Editor/Social Platform Storyteller*

- Wrote and produced 10 Science/Tech videos, created Snapchat and Instagram stories
- Trained producers on optimizing videos for social media

### Gannett/USA TODAY NETWORK (McLean, Virginia)

June-August 2016

*Audience Development and Channel Innovation Intern*

### The Northwest Indiana Times (Munster, Indiana)

May 2015-August 2015

*Photographer/Engagement Intern*

## Recent Projects

- **Reynolds Journalism Institute Social Media and Trust Project.** Mentored The Standard-Examiner, WCPO, The Kansas City Star and Newsy as they tested social media strategies designed to help them earn the trust of their online communities
- **ProPublica Electionland.** Training students to participate in ProPublica's 2016 access to the ballot coverage.
- **Missouri Wind Energy.** Developing civic engagement and economic strategies for rural Missouri communities interested in wind energy development.