

# Makenzie Elliott

Media Professional

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🌐 linkedin.com/in/makenzie-elliott

## EDUCATION

B.S. in Journalism

Minor in Political Science

University of Oregon

📅 October 2019 - June 2022

*Graduated Magna Cum Laude*

*Kappa Tau Alpha Honor Society*

## SKILLS

**Performance:** Strong interpersonal skills, Project management skills, Excellent written English, Copyediting, Works well under tight deadlines, Quick learner, Self-motivated, Adaptable, Curious

**Programs:** AP Style, Canva, Social Media Platforms, Google +, Hootsuite, Adobe Creative Suite, Microsoft Office

## AWARDS

Best of Best Magazine Finalist -  
*Associated College Press* | 2023

Editorial, General Excellence  
Runner-Up - *AEJMC* | 2023

Single Issue of an Ongoing  
Magazine, General Excellence  
Runner-Up - *AEJMC* | 2023

Certificate of Merit Personality Profile  
- *Columbia Scholastic Press Association*  
| 2022

First Place Profile - *AEJMC Student  
Magazine Contest* | 2021

Fifth Place Diversity Story -  
*Associated Collegiate Press* | 2021

## MEDIA EXPERIENCE

### Breaking News and Public Safety Reporter - *The Register-Guard*

November 2022 - May 2023 | Eugene, OR

- Delivered at least one well-written and accurate news article per day, often with a quick turnaround
- Arranged weekly meetings with law enforcement, political officials and community leaders to develop and maintain strong relationships
- Collaborated with communications teams to develop story ideas from received pitches and media alerts
- Utilized data tracking programs like Parse.ly to analyze page views and subscription numbers, then used the data to implement best practices for marketing articles

### Outdoor Reporting Intern - *The Statesman Journal*

September 2022 - November 2022 | Salem, OR

- Produced at least two news and travel features a week focusing on outdoor activities and environmental updates across Oregon
- Researched and pitched outdoor and environmental story ideas, gaining inspiration from social media and conversations with community members
- Edited, recorded and contributed to episodes of the Statesman's "Explore Oregon" podcast, including two episodes produced solely by myself
- Utilized basic photography and video skills to create art accompanying online and print features

### Social Media Journalism - *University of Oregon*

January 2022 - April 2022 | Eugene, OR

- Created compelling journalistic social media content for Twitter, Instagram, Facebook, TikTok and LinkedIn
- Researched and analyzed relevant industry information and data using social media platforms and presented findings
- Used industry-standard tools for collaborative and individual social media campaigns, including Hootsuite and Adobe programs
- Completed Hootsuite and Reuters certifications regarding proficiency in social media marketing and digital journalism

### Writer and Executive Editor - *Flux Magazine*

November 2021 - June 2022 | Eugene, OR

- Managed a writing staff of 13 and assigned story ideas depending on the writer's interests, talents and skill-level
- Received and provided feedback on story pitches from writers and photographers and narrowed down ideas to 14 stories to include in the print edition of the magazine
- Revised articles after submission from writers and edited for spelling, grammar and other errors
- Developed and enforced a weekly production calendar to stay on track with tight publication deadlines