

Cara McCoy

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Work Experience:

Las Vegas Sun/Greenspun Interactive; Henderson, Nev. 2008-present

Local Managing Editor

- Edits enterprise and daily news stories for posting online and publication in print.
- Moderates comments; engages with readers online and promotes content through social media.
- Manages five reporters; uses Web analytics and reader feedback in the story assignment process.
- Coordinates daily with the print design desk, Web editors to decide story play in both mediums.
- Serves as liaison between print, online staffs in digital-first newsroom. Teaches Web skills to others.
- Leader on numerous newsroom projects, including the launch of the Home News local section.
- Posts stories online through a content management system and using hand-coded HTML.
- Helped to triple page view numbers to the Sun and its mobile site since a 2008 relaunch.

Washingtonpost.Newsweek Interactive; Arlington, Va. 2006-2008

County Editor, Multimedia Producer

- Key member of a team charged with quickly developing new projects for The Washington Post.
- Produced numerous videos for a regular video podcast on the Washington Nationals, as well as multimedia stories about suburban Washington.
- Quickly promoted to editor responsible for multimedia, stories, blogs and databases.
- Wrote daily stories, a local news blog, and edited and recruited bloggers for LoudounExtra.com.

Naples Daily News; Naples, Fla. 2006

Web Intern/Site Editor

- Eight-month editorial/technical internship; hands-on experience in all facets of the organization.
- Home page editor for "Studio 55," a groundbreaking local news video podcast and TV show.
- Project leader for development of a sister news site for Marco Island, marconews.com.

Education:

Ohio University

E.W. Scripps School of Journalism

Bachelor of Science in Journalism, 2006

- Selected 'top senior' in major
- Started online-only student publication
- Global Leadership Center certificate
- French specialization, business classes

International study experience:

Université Laval; Quebec, Canada

- Advanced, intensive French program (summer 2005)
- Other programs: Chiang Mai, Thailand; Leipzig, Germany

Skills:

- Produces and edits journalism in multiple platforms – text, video, print, Web – in any combination.
- Engages personally and professionally with social media, including Facebook, Twitter, YouTube.
- Excels in pulling off fast-track Web projects, especially in response to breaking news events.
- Quick learner who stays apprised of – and experiments with – new Internet trends, technologies.
- Strong journalism skills: edits copy for AP style and content; experienced reporter, writes cleanly.
- Hard-working, creative problem solver and self-starter who thrives in a team environment.
- Comfortable with HTML, basic CSS; Ellington, Saxotech; Photoshop, InDesign, Final Cut; basic Flash.

Major Awards:

- Editor & Publisher award for best news website: 2010, 2009
- Online News Association's General Excellence award: 2010, 2009, 2008

References available upon request.