

Katelyn M. Brown

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Passionate about telling the stories of communities and their members and engaging the audience in today's news.

EXPERIENCE

Digital Content Producer at WOWT: June 2018 – Present, Omaha, NE

Published all station news content online and made it web friendly, wrote breaking news stories, pitched stories from social media and user tips, pushed station content to various social platforms, started a digital analytics weekly report for the station, rebooted the station Instagram and Snapchat, collected user generated content to create stories from the community.

Social Content Producer for Science Friday: Fall 2017, Columbia, MO

Created factual and simplified social modules that connected audiences to controversial science topics and to scientists. Produced video, infographics and audio content for Science Friday social media.

Reporter for PolitiFact Missouri: Fall 2017, Columbia, MO

Conducted research and employed investigative reporting techniques to fact check politicians and other government news sources. Wrote detailed pieces explaining complicated information in a simple structure to make truth easy to understand.

Outreach Team Member at the Columbia Missourian: Spring 2017, Columbia, MO

Created social content, tracked analytics, curated newsletters and analytic reports, created social strategy, distributed content to target audiences, communicated with team members.

Student Reporter for the Convergence Reporting class: Spring 2016, Columbia, MO

Created multimedia story packages for local media outlets, edited broadcast-style videos, edited NPR-style audio, wrote in-depth text pieces, worked with team members and editors in production, reported on topics affecting mid-Missouri communities

PROFESSIONAL SKILLS

- Adobe Creative Suite
- Final Cut Pro
- DSLR photo/video (and editing)
- Zoom audio recording
- Twitter, Facebook, and Instagram
- SocialFlow
- TweetDeck
- Banjo
- Slack
- Google Analytics
- HTML/CSS
- Parsley
- Clickability
- Social News Desk
- CrowdTangle

EDUCATION

University of Missouri – Columbia: May 2018

- BJ: Convergence Journalism: Emerging Media
- BA: Political Science
- Minor in Religious Studies
- Multicultural Certificate
- Honors Certificate
- Certificate in American Constitutional Democracy

HONORS AND AWARDS

- Sam Bronstein Scholarship
- Honors College
- Bright Flight Scholarship
- Dean's List: Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018
- Chancellor's Award

