

Carlie McGuire

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WORK EXPERIENCE

Denver Zoo

Digital Content Manager

April 2021 - Present

- Manage all digital content for external Denver Zoo platforms (Facebook, LinkedIn, YouTube, Instagram, Twitter and TikTok), including content calendars for each channel
- Monitor social media trends and identify engaging movements and conversations
- Optimize storytelling efforts for Denver Zoo to communicate conservation and animal care mission
- Support revenue goals with effective social media content and strategies
- Develop customized content for Denver Zoo corporate partners to support raised revenue goals
- Manage earned and owned storytelling efforts for Denver Zoo through DZTV, and 'Zoo Tales' blog
- Supervise Social Media Coordinator to ensure daily social posts are accurate, consistent, educational and engaging
- Launched TikTok in 2021, organically growing audience to 260k in one year
- Track and report social media and earned media statistics to internal collaborators

Public Relations Coordinator

April 2018 - March 2021

- Secured 4,300+ media mentions for Denver Zoo in 2020 through engaging storytelling and creative media pitches in 2020
- Ensure thorough, concise information is distributed to media in breaking or developing situations
- Collaborate with marketing and creative teams to ensure Paid, Earned, Shared and Owned (PESO) deliverables align with brand standards
- Doubled Denver Zoo's YouTube audience in 2020
- Hosted 80 Facebook lives throughout Denver Zoo's COVID-19 closure
- Completed year-long leadership development program with 12 other coordinators tasked with developing internal DEI programs for Denver Zoo staff
- Appear on behalf of Denver Zoo on local media stations to promote the Zoo's mission and various promotions

WJCL 22 News

June 2015-January 2018

General Assignment Reporter/Fill-in Anchor – Savannah, Georgia

- Multimedia journalist - pitch, write, edit stories for daily newscasts
- Used engaging social content to drive visitors to the WJCL website.
- Work with producers and assignment editors daily to insure correct information is getting through to the newsroom in breaking news situations
- Write tight, engaging, accurate broadcast copy for on-air
- Part of wall to wall coverage before, during and after Hurricane Matthew hit the area

KGWN CBS NewsChannel5

August 2013-June 2015

Weekend Anchor/Reporter/Producer – Cheyenne, Wyoming

- Produced, reported, anchored 5:30/10 PM weekend shows
- Anchored/Produced 90 minute morning show from Nov 2014-March 2015
- Managed social media and the KGWN.TV website during anchor shifts

EDUCATION

University of Missouri-Columbia

Major: Journalism

Sequence: Radio-TV Journalism

AWARDS + SKILLS

Adobe Premiere Pro

AP Style

Cision media monitoring

TV Eyes media monitoring

Sprout Social

Consultant Rate : \$38.50/hr