

Carlie McGuire

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WORK EXPERIENCE

Denver Zoo April 2018-Present

Public Relations Coordinator

- Assists with media relations on behalf of Denver Zoo
- Worked with ER team to develop and launch DZTV, a new storytelling outlet for Denver Zoo
- Manage internal storytelling efforts for Denver Zoo through DZTV, and the recently launched 'Zoo Tales' blog
- Appears on behalf of Denver Zoo on local media stations to promote the Zoo's mission and various promotions
- Lead multimedia storytelling efforts on behalf of Denver Zoo

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 stories to the WJCL website. WJCL.com visitors increased exponentially in the 2.5 years I was contributing to the site.
- Part of team that grew social media audience 75% over the course of two years
- Wrote short briefs and longform stories for WJCL.com that expanded on-air coverage
- 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
- Was 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
- Participated in community outreach events to promote the station and raise money for local organizations
- Wrote for web and social media

KOMU-TV (NBC) August 2011-May 2013

Reporter/Anchor/Producer – Columbia, Missouri

Newsy.com December 2012-May 2013

Researcher/Writer – Columbia, Missouri

NBC4 Washington May 2012-August 2012

Researcher – Washington D.C.

NBC London Bureau January 2012-April 2012

Researcher – London, UK

EDUCATION

University of Missouri-Columbia

Major: Journalism

Sequence: Radio-TV Journalism

AWARDS + SKILLS

Wyoming Association of Broadcasters – 2nd Place Best News Piece

