




CAROLYN BURT

AUDIENCE ENGAGEMENT JOURNALIST

Engaging communities from local to national

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EDUCATION

California State University, Northridge

Bachelor's Degree in Journalism | 2022

EXPERIENCE

Audience Engagement Intern **May 2022 - August 2022**

Los Angeles Times

- Responsible for writing and publishing share lines on social media for an audience of more than 7.5 million to bring traffic to the website, including breaking news coverage of the Roe v. Wade verdict.
- Launched a new Instagram Reel video strategy for the publication that led to the most viewed video for the Los Angeles Times on Instagram with 1.9 million views.
- Took initiative to create original video content for the Los Angeles Times social media accounts including filming, writing, and editing the videos.

Managing Editor

December 2021 - May 2022

The Daily Sundial

- Established structural changes with the Editor-in-Chief that have improved the overall workflow and organization of the publication.
- Regularly meet with staff to collaborate on ideas for articles, designs, multimedia projects, and social media content.
- Leading daily budget meetings and production shifts to ensure staff meets deadlines on articles and assignments, which has created a steady workflow and regular content for both our online and print publications.

Editor-in-Chief

December 2020- June 2021

The Corsair

- Spearheaded the creative vision and direction for the Corsair which led to the publication receiving the 2021 Newspaper Pacemaker award from the Associated Collegiate Press, the student media equivalent of the Pulitzer Prize.
- Designed the new logo for the publication, giving the Corsair a distinct brand that resonated with the Santa Monica community, receiving third place for Best Newspaper Nameplate from the College Media Association Pinnacle Awards.
- Led a team of over 40 students in an online environment, overseeing that articles from each section were published regularly both online and in the bi-weekly print edition, as well as multimedia content on our social media channels.

SKILLS

- Social Media Management
- Copy Editing
- Adobe Creative Cloud
- Graphic Design
- Multimedia

AWARDS

- Recipient of 2021 Newspaper Pacemaker, Associated College Press
- First Place, 2020 Two-Year College Website of the Year, College Media Association
- First Place, 2021 Online Photo Story/Essay, Journalism Association of Community Colleges