



# SAUNDRA SORENSON

JOURNALIST, WRITER, RESEARCHER

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Award-winning journalist and consummate researcher who brings an old-school newsroom ethic to every project.

## EDUCATION

**University of California,  
Santa Barbara**  
BA, College of Creative  
Studies, Literature  
2004

## SKILLS

SEO, Microsoft OS, Mac  
OS, WordPress, Drupal,  
Adobe Photoshop, Adobe  
Acrobat, BBEdit, Quark,  
InDesign. HTML and CSS.

## AWARDS

**Oregon Newspaper  
Publishers Association,  
Better News Contest,  
2nd Place, Best Coverage  
of Business & Economic  
Issues, 2015**  
**2nd Place, Best Spot  
News Coverage, 2015**

**Society for Professional  
Journalists**  
**1st place, Business  
Feature, 2013**  
**2nd place, Long Feature,  
2013**

## EXPERIENCE

### CRACKED.COM

#### EDITOR, NOV 2015 - DEC 2017

As an editor at a prominent **comedy website** that boasted 15 million monthly visitors, my roles included:

- **Enterprise reporter.** I pitched, exhaustively researched, and wrote articles that presented deep-dive journalism in an accessible, humorous voice. My articles received more than 6.3 million views
- **Scriptwriter.** I adapted articles into **video content** for a YouTube channel that reached 2 million subscribers
- **Editor.** I collaboratively ran the team behind Personal Experiences, a massively popular subgenre of Cracked articles. I ensured the highest standards of fact-checking and source verification, while overseeing and aiding dozens of freelancers and evaluating pitches from thousands of writers
- **Researcher.** I aided contributors with research and frequently sought out academic and professional experts in order to verify and enhance content

### PAMPLIN MEDIA

#### REPORTER, JULY 2012 - NOV 2015

- Produced award-winning investigative reporting, including a series on poverty and homelessness in the county, my court coverage of a precedent-setting federal lawsuit, and an investigation into the sordid history of an iconic roadside gentlemen's club on the eve of its demolition
- Worked the city beat in the Portland area, producing both long-form and spot news coverage of business development, city politics, legislative issues, and both violent and white-collar crime

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## **PREVIOUS EXPERIENCE**

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### **WILLAMETTE WEEK**

#### **ADJUNCT EDITOR, CONTRIBUTOR, NOV 2007 - 2015**

- Edited 2008 - 2009 edition of the newsweekly's annual Finder: Guide to Portland magazine. Oversaw every aspect of the publication from content to design concept, wrangled more than a dozen freelance contributors, coordinated with design team, and brought project in on-deadline and under-budget. Continue to contribute film review, comedy coverage, and art and culture criticism to Pulitzer Prize-winning publication, which boasts a circulation of 90,000.

### **VENTURA COUNTY REPORTER**

#### **STAFF WRITER, FEB 2006 - OCT 2007**