



SAUNDRA SORENSON

EDITOR, WRITER, PRODUCER, JOURNALIST

saundrasorenson.com / saundrasorenson@gmail.com

EDUCATION

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

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:

- **Editor.** I collaboratively ran the team behind Personal Experiences, a massively popular genre 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. Supported the launch of the Personal Experiences podcast by booking guests, as well as providing topics and research.
- **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
- **Researcher.** 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, 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

PREVIOUS EXPERIENCE

SAUNDRASORENSEN.COM

MEDIA STRATEGIST, CONTENT CONSULTANT, FREELANCE WRITER

JAN 2010 - OCT 2012

- Strategized and produced compelling content to enhance user experience for startups and small business clients. Provided branding support, social media strategy, editorial direction, SEO copywriting, and editing services. Created and maintained technical documentation. Scripted and produced video demos.
- Leveraged journalism experience to craft effective press releases for organizations and individuals.
- Contributed arts and culture review and feature articles to a variety of news outlets and non-profits.

DAILY INSIGHT GROUP

MARKETING WRITER, SOCIAL MEDIA STRATEGIST, FEB 2008 - JUNE 2010

- Acted as voice of Tarot.com and related commercial websites by setting the creative, marketing, and editorial tone in every area of sites' messaging. Maintained sites' prominent social media presence on Facebook and Twitter, establishing Tarot.com as an interactive resource in the social media realm. Conducted more than a dozen outbound email marketing campaigns, increasing weekend revenue by an average of 30%.

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, collaborated with more than a dozen freelance contributors, coordinated with design and art team, and brought project in on-deadline and under-budget. Continued to contribute film review, comedy coverage, and art and culture criticism to Pulitzer Prize-winning publication, which boasts a circulation of 90,000.