



SAUNDRA SORENSON

MULTIMEDIA JOURNALIST, EDITOR

saundramsorenson.com / saundrasorenson@gmail.com

EDUCATION

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

SKILLS

Facebook, Twitter,
Instagram, WordPress,
Microsoft OS, Mac OS,
Drupal, Adobe PS, 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

FREELANCE WRITER/SOCIAL MEDIA STRATEGIST DEC 2017 - PRESENT

I provide expert social media strategy, copywriting, and copy editing services to both private clients and large organizations.

E.W. SCRIPPS COMPANY (CRACKED.COM) EDITOR, NOV 2015 - DEC 2017

As an editor at a prominent political and pop culture website that boasted 15 million monthly visitors, I served as:

- **Editor.** Collaboratively ran the team behind the popular Personal Experiences article series, overseeing dozens of freelance writers. Maintained best practices and provided editorial guidance.
- **Reporter.** Pitched, exhaustively researched, and wrote articles, columns, and video scripts in line with Cracked's unique voice and style.
- **Multimedia journalist.** In response to web analytics, I adapted high-performing articles into video content for a YouTube channel that reached two million subscribers. I supported the podcast team by performing research and booking interviews with an array of sources.

PAMPLIN MEDIA

REPORTER, JULY 2012 - NOV 2015

- As general assignment reporter at three publications, produced award-winning investigative reporting informed by strong data analysis. Highlights include a series on poverty and homelessness in both Washington and Columbia counties, 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.

PREVIOUS EXPERIENCE

- Served as business reporter at Hillsboro Tribune, profiling local establishments, tracking economic trends, and nurturing contacts in the local business community.
- Worked the city beat in the Portland area, producing both long-form and spot news coverage of business development, city politics, legislation, social justice issues, and white-collar crime.

SAUNDRASORENSEN.COM

CONTENT CREATOR, JAN 2010 - OCT 2012

- Mapped and produced compelling content to enhance user experience for startups and small web-based business clients. Provided multi-platform social media strategy, as well as branding and editorial direction, SEO copywriting, and editing services.

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 multiple platforms, more than doubling audience engagement.

WILLAMETTE WEEK

ADJUNCT EDITOR, CONTRIBUTOR, NOV 2007 - PRESENT

- 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, worked with more than a dozen freelance contributors, collaborated with design and art team.
- Contribute film review, comedy coverage, and art and culture criticism to Pulitzer Prize-winning publication.

VENTURA COUNTY REPORTER

STAFF WRITER, FEB 2006 - OCT 2007

- Served as news reporter, features writer, art/theater/music/film critic, restaurant reviewer, and columnist. Helmed the launch of staff blogs, and blogged multiple times a day about politics and pop culture. Was one of a four-member editorial team at an alternative newsweekly with a circulation of 35,000.