

saundra sorenson

saundrasorenson@gmail.com | saundramsorenson.com

Award-winning multimedia journalist and storyteller.

I combine a hardboiled approach to news with levity and compelling narrative. My work has appeared on the Oregon Public Broadcasting network, as well as The Hairpin, Splitsider, Cracked, and alt weeklies of note all along the West Coast.

A mild-mannered reporter by day, I commute from the newsroom to stand-up open mics throughout the Portland area.

experience

Pamplin Media

Journalist, July 2012 – Present

- Produced award-winning series on poverty and homelessness in Washington County, and award-winning coverage of a precedent-setting federal wrongful death lawsuit
- Produce both long-form and spot news coverage of crime, business development and city politics in Portland metro area
- Coordinate social media outreach and audience engagement, using multiple platforms to solicit news tips, increase readership, and establish outlet's brand

Willamette Week

Adjunct editor, contributor, November 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, 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.

Daily Insight Group

Marketing writer, February 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 company's prominent social media presence on Facebook and Twitter, establishing Tarot.com as an interactive resource in the social media realm. Helmed more than a dozen outbound email marketing campaigns to increase weekend revenue by an average of 30%.

Ventura County Reporter

Staff writer, February 2006 – October 2007

Served as news reporter, features writer, art/theater/music/film critic, restaurant reviewer, columnist and politics and pop culture blogger. As one of a four-member editorial team, contributed to the growth of the alternative weekly to a circulation of 35,000.

awards

Society for Professional Journalists,
1st place, Business Feature, 2013

Society for Professional Journalists,
2nd place, Long Feature, 2013

Oregon Newspaper Publishers Association, Better News Contest,
2nd Place, Best Spot News Coverage,
2013

Society for Professional Journalists,
2nd place, Spot News, 2012

Society for Professional Journalists,
2nd place, Comprehensive Coverage,
2012

education

University of California,
Santa Barbara, '04

BA, College of Creative Studies,
Literature

awards

Corwin Award, Best One-Act Play,
2001

skills

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