

Micheala Sosby

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Education

University of Missouri

December 2016

Bachelor of Journalism - Convergence, Emerging Media; minor in business

GPA: 3.77

- **Columbia Missourian.** Managed the Missourian's social media, communicated analytics data to the rest of the newsroom, practiced social media listening and community management
- **KOMU 8 TV.** Gathered, verified and published user-generated content, packaged stories for social media, initiated new audience engagement projects with the rest of the newsroom
- **KBIA-FM 91.3.** Pitched and produced enterprise photo, audio and infographic packages for mid-Missouri's NPR member station

Professional Experience

Gannett/USA TODAY NETWORK (McLean, Virginia)

June-August 2016

Audience Development and Channel Innovation Intern

- Collaborated with other interns to create a strategy for a USA TODAY student brand manager program
- Developed social media marketing strategies to generate quality leads for potential new subscribers

Newsy (Columbia, Missouri)

May 2016-Present

Engagement Editor

- Packaging Newsy stories and videos for Twitter and Facebook, managing comments sections and contributing to Snapchat and Instagram

MizzouRec Services and Facilities (Columbia, Missouri)

November 2013-Present

Audience Engagement Specialist

- Content managing the MizzouRec Blog, overseeing strategies for Facebook, Instagram, Twitter, Pinterest and email, collaborating with graphic designers, photographers and videographers

The Northwest Indiana Times (Munster, Indiana)

May 2015-August 2015

Photographer/Engagement Intern

- Assisted with the Faces of the Region project, reported and photographed feature stories

Additional Information

- **Missouri School of Journalism Ambassador.** Giving tours of the Missouri School of Journalism to prospective students, families and guests
- **Team Mizzou Recruitment and Selection.** Reviewing résumés, interviewing MizzouRec job candidates, leading orientation sessions for new employees.
- **Skills.** Google Analytics, social media strategy, Wordpress, social media and content management systems, light DSLR photography and videography, Final Cut Pro X, Adobe Premiere, Photoshop and Audition
- **Awards.** First Place - Digital Presentation Creative Excellence Award from the National Intercollegiate Recreation Sports Association, Team Mizzou Scholar \$7,500 scholarship award, Top Tier Award Finalist MizzouRec's Dahlmann Excellence Award, received a grant from the Reynolds Journalism Institute to attend the Mediashift Women's Hackathon on Immersive Journalism at the University of Southern California