Grace McFadden

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Experience

The Assembly | Durham, NC:
Audience Editor Sep. 2024 - Current
- Managed social media across multiple brands, including The Assembly, INDY Week, and CityView
- Created and executed a strategy for PPC digital marketing across platforms such as Meta and Google
- Scripted, filmed and edited short form video for TikTok and Instagram Reels
- Supported audience and product team in planning events, running appeal campaigns, and launching products

Various Publications | Remote:
Freelance Reporter and Writer August 2023 - Sep. 2024
- Wrote and reported for local/regional outlets including the Town Times, North Haven Citizen, Plainville Citizen, and New Hampshire Public Radio

New Hampshire Public Radio | Concord, NH:
General Assignment Reporting Intern June 2023 - Sep. 2023
- Conducted interviews and reported stories from the field
- Wrote and edited feature length audio and digital stories
- Wrote newscasts for All Things Considered and Morning Edition

The CT Mirror | Hartford, CT:
Newsletter & Podcasting Intern Jan. 2022 - Aug. 2022
- Designed and formatted weekly and monthly newsletters using Mailchimp
- Assisted in other digital projects such as online election guide
- Found interviewees and conducted research for podcast properties

Berkman Klein Center for Internet and Society at Harvard University | Virtual:
Communications Research Assistant May 2021 - Jan. 2022
- Managed and grew BKC socials (Twitter, Facebook, Instagram, LinkedIn)
- Wrote and edited press releases, event coverage, and other copy to promote BKC's work

WSHU Radio | Fairfield, CT:
News Intern May 2021 - Aug. 2021
- Wrote newscasts for All Things Considered and Morning Edition
- Recorded and edited sound bites for wraps using Adobe Audition
- Utilized AP style practices in writing

Education

University of Connecticut | Storrs, CT
Bachelor of Arts, English & American Studies | May 2023

Skills

Adobe Audition, AP style, Breaking news reporting, Drupal, Excel, Flourish, FOI requests, Google Analytics, Grove, LexisNexis, Mailchimp, News writing, Newsboss, PACER, Reporting, Social analytics tracking, Tableau, Wordpress, Writing for broadcast