

# Megan Marples

Multimedia Journalist

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@meganmarples

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## Education

2020

**Master's and Bachelor's Degrees in Journalism and Mass Communications / Arizona State University, Phoenix**

*Related coursework:* Intermediate Reporting and Writing, Multimedia, International Tourism, Sustainability Tourism, Non-Narrative Video Storytelling, Digital Audiences, Graphic Design, and Photojournalism.

**Barrett the Honors College Graduate | Minor in Tourism Development and Management**

*Honors thesis:* "Experience Ireland" is a multimedia interactive website about ten different heritage tourism sites and traditions around Ireland. The website utilizes written stories, videos, photos, and other interactive elements to tell the story of Ireland and its people.

Visit at [goexperienceireland.com](http://goexperienceireland.com)

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## Relevant Media Experience

**CNN / Atlanta, Georgia**

**Features Intern / September 2020 - PRESENT & June 2020 - August 2020**

Researches, pitches, and writes feature pieces for CNN.com about health, wellness, travel, style, space and science topics. Top story reached over 2 million pageviews. Regularly conducted interviews with leading scientists around the globe. Shoots photos for stories.

**Cronkite News / Phoenix, Arizona**

**Multimedia Visual Journalist and Anchor/ August 2020 - PRESENT & August 2019 - December 2019**

Researches, pitches, and creates visual work to accompany digital stories with an emphasis on Arizona topics. Shoots photos, non-narrative video, and broadcast packages. Covered topics such as coronavirus on Navajo Nation, domestic violence in Indian Country, and immigration at the border. Anchor for the weekday Cronkite News show on Arizona PBS. Won a student award for health reporting from the Association of Health Care Journalists in 2019.

**Arizona Republic / Phoenix, Arizona**

**Social Media Intern / January 2020 - May 2020**

Assisted the newspaper's reporting team for a nationwide USA Today video project on voter registration. Scheduled social media posts multiple times per day across their social platforms that totaled over one million followers. Hosted Facebook Lives and ran social media coverage for Arizona events such as the Phoenix Open and the Women's March.

**Times Media Group / Tempe, Arizona**

**Freelance Writer/Intern / October 2015 - PRESENT**

*Content Creation:* pitch and write stories related to food, family activities, local tourism, evening events in addition to concert coverage. Copy-edited newspapers and updated ads.

*Publications:* The Entertainer! Magazine, San Tan Sun News, Phoenix.org, West Valley View, Gilbert Woman, Valley Lifestyles, College Times, The Breeze, and The View.

**CNN / Atlanta, Georgia**

**Programming Intern / June 2019 – August 2019**

Programmed content on CNN's mobile homepage and app. Conducted headline tests to increase engagement rates on the CNN homepage with a top click-through rate increase of 81%. Wrote 50+ stories for the trending and travel teams, which generated nearly 4 million unique pageviews. Researched story opportunities for CNN to cover, which contributed to over 11 million unique visitors across 59 articles. Created mobile visual stories related to travel topics.

Curated a daily article of the day's top stories. Created an optimization test for the article and worked with audience development to conduct a test with new method. CNN implemented new method, which showed an increased click through rate of nearly 200% during testing.

**Phoenix New Times / Phoenix, Arizona**

**Intern / January 2019 – April 2019**

*Content Creation:* Pitched and wrote stories related to arts, culture, and Arizona travel. Used a content management system to create post layouts for online publication.

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## Skills

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|----------------------|----------------------|----------------------------|---------------------------|
| • Writing/Editing    | • Social media       | • Social media analytics   | • International reporting |
| • Pitching stories   | • Facebook/Instagram | • Digital media literacy   | • News site programming   |
| • Travel journalism  | • Twitter/Snapchat   | • Audience analytics       | • Audience forecasting    |
| • Interviewing       | • Adobe Premiere     | • Headline writing         | • Microsoft Word/Excel    |
| • Anchoring          | • Adobe InDesign     | • Content management       | • Microsoft PowerPoint    |
| • Deadline reporting | • Adobe Photoshop    | • Digital audience testing | • DSLR cameras            |
| • Photography        | • Videography        | • Google applications      | • Micro language          |
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