



CAROLYN BURT

AUDIENCE ENGAGEMENT JOURNALIST

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EXPERIENCE

Southern California News Group | Newspaper

December 2022 - Present

Audience Engagement Producer

- Writing and scheduling share lines on 11 newspaper's social media accounts including the Orange County Register.
- Developing and implementing the Orange County Register's Instagram strategy of daily Instagram stories linking to articles, producing original short-form video content, and creating grid posts that break down articles which resulted in improving engagement by 85.4% in the first three months.
- Training over 70 reporters and editors in social media strategies to improve how they use different sites to communicate with our audience and share their work.

Los Angeles Times | Newspaper

May 2022 - August 2022

Audience Engagement Intern

- Writing and publishing share lines on Twitter and Facebook for an audience of more than 7.5 million.
- Lead on social media breaking news coverage of the Roe v. Wade verdict and former President Trump's Mar-a-Lago estate being investigated by the FBI.
- Launching an Instagram Reel video strategy and producing the most viewed video for the Los Angeles Times on Instagram with 1.9 million views to date.

The Daily Sundial | Online Newspaper and Magazine

December 2021 - May 2022

Managing Editor

- Launching and producing the publication's first weekly newsletter that highlights articles as well as original content. This new engagement strategy improved the Sundial's communication with our audience and created a new form of outreach.
- Leading a team of 20 editors which included orchestrating daily budget meetings and production shifts to keep staff accountable for article deadlines and assignments. This improved workflow and ensured regular content is produced for online, print, social media and multimedia.

The Corsair | Newspaper

December 2020- June 2021

Editor-in-Chief

- Spearheading the creative vision and direction for the Corsair, in an online environment, which led to the publication receiving numerous awards including the 2021 Newspaper Pacemaker award from the Associated Collegiate Press.
- Designed the new logo for the publication, giving the Corsair a distinct brand that resonated with the Santa Monica community, receiving third place for Best Newspaper Nameplate from the College Media Association Pinnacle Awards.

EDUCATION

California State University, Northridge

Bachelor of Arts in Journalism | 2022

Honor Society Kappa Tau Alpha, Cum Laude, 3.675 GPA

Santa Monica College

Associate of Arts in Journalism | 2020

3.64 GPA

SKILLS

- Social Media Management
- Copy Editing
- Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)
- Video Production
- Data Organization (Microsoft Excel, Google Sheets)

AWARDS & RECOGNITION

- 2021 Newspaper Pacemaker, Associated College Press
- 2022 Best College Newspaper, Los Angeles Press Club
- Interned for both the Online News Association and Society of Professional Journalists 2022 Conferences Student Newsrooms
- Guest Lecturer on Audience Engagement at Pepperdine University and Santa Monica College