

# JOCELYN MURPHY

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## Summary

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Multi-disciplinary journalist and communications professional. Background in magazine, newspaper, broadcast, and socials with 9 years newsroom experience. Noted reputation for establishing strong personal connections and generating innovative content. History of dynamic storytelling with effective eye for editing. Firm grasp of AP writing style. ENFP

## Skills

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- Compelling & adaptable cross-platform storytelling
- Superior copywriting & meticulous editorial eye
- Strategic content planning
- Large and small team creative collaboration
- Publication production oversight
- Story and content idea development
- Professional & friendly interviewer
- Excellent communication abilities

## Work History

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**Managing Editor** 12/2021 - Current

**Celebrate Arkansas** – Bentonville, AR

- Collaborate with production team while overseeing compliance of print and digital content with style guide, editorial guidelines, and brand identity throughout entire publication portfolio
- Plan, schedule, and execute or assign captivating contracted client content, navigating multiple deadline timetables; supervising content creation process from writing through editing and publishing, with sign-off on all final content
- Interview clients in professional and friendly manner; engage with partners' public relations and leadership teams to guarantee accurate and approved content through proper channels

**Associate Entertainment Editor** 06/2015 - 12/2021

**Northwest Arkansas Democrat-Gazette**

- Drove editorial decisions and identity of deadline-driven weekly arts and culture section; instrumental in establishing consistent brand; executed podcast interviews and on-scene reporting
- Pitched and oversaw successful online engagement campaigns in collaboration with local businesses; shepherded special event coverage and projects, instituting fresh storytelling formats; maintained beneficial source relationships

**Editor** 05/2014 - 10/2014

**Arkansas Traveler Magazine**

- Modernized yearly student magazine to create award-winning product within budget
- Hired and managed design, writing, and photography staff of 8; collaborated with graphic designer

**Resident Assistant** 08/2011 - 05/2014

**University Housing, University of Arkansas**

- Facilitated community through creating and implementing social, educational, and wellness programs
- Developed mediation, conflict resolution, organizational, and public speaking skills

## Education

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**Bachelor of Arts: Journalism** 2015

**University of Arkansas** - Fayetteville, AR

Print/Editorial & Broadcast dual concentration, minor in French. Cum Laude; 3.7 GPA. Relevant coursework in Magazine Writing and Production, Social Media, Web Design, Broadcast Reporting. Summer study abroad 2012.

- Honors Thesis: "An analysis of how culture influences the changing discourse on gender representations in film"

## Accomplishments

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- Additional published works: U.S. News & World Report; Mud & Magnolias magazine; Porter & Sail luxury travel app; Edible Ozarkansas magazine; Arkansas Democrat-Gazette; experiencefayetteville.com
- Henry Woods Leadership Award (2015): Recognizes only 2 graduating seniors with outstanding leadership record