





MACKENZIE MORAN

MULTIMEDIA JOURNALIST

CONTACT

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-  www.mackmoran.com
-  Salt Lake City, Utah

EDUCATION

Journalism & Communications

University of Oregon, B.S.
2013 - 2018

Environmental Science

University of Oregon, B.S.
2013 - 2018

Clark D. Honors College

2013 - 2018

EXPERTISE

- 5+ years of experience working in a deadline-focused production environment
- Self-motivated, critical thinker who thrives in highly collaborative environments
- Strong background in sports journalism and multimedia storytelling, with experience producing content for major brands
- Excellent sense of story across written and visual mediums
- Social media and project management for influential brands
- Skilled in conducting internal and external communication strategies across multiple platforms
- Competency in Adobe editing platforms

WORK EXPERIENCE

Multimedia Content Creator

Self-Employed Aug 2020-Present

- Freelance contributor to SKI Magazine, providing written news and editorial coverage of World Cup alpine ski racing and ski culture commentary
- Served as Communications Editor for U.S. Ski & Snowboard throughout the Beijing Olympic year. Managed internal and external communications, email marketing, and reporting across all sports for key stakeholders and fans on usskiandsnowboard.org
- Project manager of USA Nordic website redesign in 2021. Photographed competitions and produced commercial shoots for the United States nordic combined and ski jumping governing body
- Product and SEO copywriter for evo.com

Communications Specialist

Park City Community Foundation Sept 2020-Present

- Social Media Manager and Email Marketer for a leading nonprofit organization in Summit County, Utah
- Drove \$588,063 in donations via social media during our annual fundraiser that raised over \$5.2 million for 127 local nonprofits in November 2022
- Maintain open rates of 60% and above on newsletters by providing engaging written and visual content
- Develop and produce stories via written and visual media that demonstrate impact and encourage advocacy for our various initiatives, including early childhood, affordable housing, climate, mental wellness, and more
- Maintain brand reputation as a nationwide leader in justice, equity, diversity, and inclusion space through internal and external communications

Producer, Video Reporter

NBC Sports Group Dec 2018-Aug 2020

- Researched and developed storylines for NBC Sports and the Olympic Channel
- Conducted on-camera interviews with FIS Alpine World Cup athletes for broadcast television and YouTube series
- Captured b-roll and behind-the-scenes footage of Olympic athletes to broaden broadcast storylines
- Demonstrated ability to work independently as a videographer, interviewer, and producer while managing travel across Europe and North America within the company budget
- Managed writing and social media responsibilities for North American ski racing publication in tandem with NBC duties

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REFERENCES

Megan Harrod

Founder | Golden Hour Marketing
Former U.S. Ski & Snowboard
Alpine Communications Manager

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- ✉️ megans.harrod@gmail.com

Claire Brown

Founder | Apres Productions
Former Publisher of Ski Racing
Media

- 📞 (612) 240-9239
- ✉️ claireabbe@gmail.com

Diego Zegarra

Vice President of Equity &
Impact | Park City Community
Foundation

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- ✉️ diego@parkcitycf.org

WORK EXPERIENCE (CONT.)

Associate Editor

Ski Racing Media Aug 2018-Aug 2020

- Reported on the men's and women's FIS Alpine World Cup Tour for the leading English language source of alpine ski racing content
- Traveled domestically and internationally to develop and create written and visual content
- Contributed photography and videography on commercial work for major brands such as U.S. Ski & Snowboard, Volk/Marker/Dalbello, POC, Oakley, and NBC Sports
- Managed social media, online publishing, and outsourced editorial content
- Co-hosted Tips and Tales, a podcast series dedicated to offering an inside look into the world of ski racing in the United States
- Grew from Staff Writer position to more senior editor

Chasing Coral Impact Intern

Exposure Labs Feb 2018-June 2018

- Supported the Impact team of the Emmy-award-winning Netflix Original documentary in their mission to motivate viewers to take action against climate change
- Created and developed blog and social media content for film promotion and climate change advocacy
- Managed film and communication assets
- Evaluated reach of impact in viewing communities domestically and internationally

Producer, Photo Editor

University of Oregon Jan 2016-May 2018

- Photo Editor of multiple award-winning multimedia projects, including the interactive website, 'Steeped in Sri Lanka,' a 2017 Hearst Multimedia award runner-up in Team Reporting, and OR Magazine, the 2017 National Winner for 'Best Use of Multimedia' in the 2017 Mark of Excellence Awards by the Society of Professional Journalists.
- Produced, photographed, and wrote "Women of Science," a multimedia storytelling project featuring female scientists leading climate change research in Southcentral Alaska, which was published and defended as part of my Clark D. Honors College undergraduate thesis in May 2018.