

# MALLORY CARRA

Based in Los Angeles, CA

[www.mallorycarra.com](http://www.mallorycarra.com)

@MalloryCarra

## RECENT EXPERIENCE

### SPOTIFY

ASSOCIATE CONTENT WRITER, PARCAST STUDIOS, 2020 – PRESENT

FREELANCE WRITER, 2017 - 2020

- Writes scripts for weekly and daily Spotify-exclusive podcasts, including the top-rated shows Serial Killers (#23 on Spotify's USA Top Podcast Charts), Disappearances with Sarah Turney, Conspiracy Theories (#31 on Spotify's USA Top Podcast Charts), Unexplained Mysteries (#71 on Spotify's USA Top Podcast Charts), Cold Cases, and more.
- Edits and gives feedback on outlines and 6,000-word scripts written by full-time staff writers and freelancers for multiple shows
- Deeply researches assigned topics and determines the strongest journalistic narrative within true events for individual topics and specials spanning multiple episodes, maps out music and sound cues in scripts.
- Pitches future episode topics to research team and helps them develop special series
- **Leadership:** LA Office Lead for Spotify SPACE, the API ERG (2022-present); Parcast Union Diversity, Equity, Inclusion, Accessibility Committee Chair (2022-present); Member of the Parcast Union bargaining committee, helping negotiate the union's first CBA (2020-2022)

### UNIVERSITY OF SOUTHERN CALIFORNIA, ANNENBERG SCHOOL OF JOURNALISM

ADJUNCT INSTRUCTOR, 2022 – PRESENT

- Digital (text) writing and audio journalism coach for the award-winning, student-run Annenberg Media Center, a multidisciplinary newsroom.
- Work one-on-one with student reporters on story development, interviewing, writing, gathering research
- Assess student work and interactions with an eye toward ensuring diversity, equity, and inclusion in the newsroom.
- Offer first reads on digital stories and radio scripts to provide tips on how to make improvements.
- Act as a liaison between the student journalists and student editors/producers who are responsible for publishing content through Annenberg Media's platforms.
- Conducts workshops as needed: led workshops on freelancing (the creative and business sides) and co-led one on media unions

### E! NEWS

E-COMMERCE WRITER, 2020

- Pitched ecommerce story ideas and wrote up assigned articles on ecommerce trends in fashion, beauty, new age interests, Amazon finds, video games, and more.
- Covered the lead up to the release of ANIMAL CROSSING: NEW HORIZONS and the ecommerce angle of the COVID-19 pandemic.
- Track analytic insights to aid and helped optimize content strategy. Monitored competitors and industry trends.

## **BUSTLE**

ASSOCIATE ENTERTAINMENT EDITOR, 2018 – 2019

CONTRIBUTING ENTERTAINMENT EDITOR, 2016 – 2018

ENTERTAINMENT NEWS & TV WRITER, 2014 – 2016

- Oversaw nightly & weekend entertainment news & celebrity coverage: Supervised a team of 15+ part-time writers of varying skill levels, received and evaluated pitches, assigned and executed stories, edits, and SEO-optimized copy and headlines.
- Oversaw the administrative calendar for Entertainment News writers, handling time-off requests, sick day requests, and other administrative needs for the team. Helped with hiring and growing the team, including providing feedback and performance reviews
- Worked with Entertainment editorial team and social media teams to coordinate coverage of breaking news.
- Provided coverage for Los Angeles set visits, red carpets, premieres, movie junkets. Provides on-deadline live coverage as an editor for many live events.
- Celebrities interviewed include Melissa McCarthy, Elisabeth Moss, Rachel Bloom, Alfre Woodard, Charlize Theron, Seth Rogen, Tracy Morgan, Nick Jonas, Casey Wilson, June Diane Raphael, Amy Sedaris, Diane Lane, Constance Zimmer, Dacre Montgomery, Chiwetel Ejiofor, Jon Favreau, Vanessa Kirby, Kellie Martin, Ian Ziering, and a lot more.

## **FREELANCE WORK**

VARIOUS, 2008 – PRESENT

- **Writing** has appeared in the Columbia Journalism Review, Los Angeles Times, BuzzFeed, The Commercial Appeal (Memphis), NYU Alumni Magazine, Trulia, The Daily Meal, Elite Daily, WhoSay, and more. Clients include Guardian Life Insurance, Toyota, Neutrogena, and the BBC World Service.
- **Newsletter founded in 2020:** West Coast Media Jobs & More. A jobs newsletter for journalists in California and the Pacific Northwest. Sent out weekly on Wednesdays to over 1,200 subscribers. Provided 1:1 mentorship calls to dozens of subscribers during the COVID-19 pandemic.

*For a full Curriculum Vitae, please visit [linkedin.com/in/mcarra](https://www.linkedin.com/in/mcarra)*

## **EDUCATION**

**NEW YORK UNIVERSITY COLLEGE OF ARTS & SCIENCE**

*Bachelor of Arts*

Journalism, History

**UNIVERSITY OF SOUTHERN CALIFORNIA SCHOOL OF CINEMATIC ARTS**

*Master of Fine Arts*

Writing for Screen & TV

## **CERTIFICATES OF ACHIEVEMENT**

**SANTA MONICA COLLEGE**

Business Entrepreneurship (2020); Marketing (2021); Management/Leadership (in progress)