

MALLORY CARRA

Based in Los Angeles, CA
www.mallorycarra.com
@MalloryCarra

CIRRICULUM VITAE

ACADEMIC EMPLOYMENT

UNIVERSITY OF SOUTHERN CALIFORNIA

ANNENBERG SCHOOL OF JOURNALISM

ADJUNCT INSTRUCTOR

Annenberg Media Center ElevASIAN advisor

August 2023 – Present

Annenberg Media Center Radio Coach for JOUR 206 Media Center Practicum Live Production & JOUR 532 Fall Digital Journalism Immersion Practicum

August 2022 – Present

Annenberg Media Center Writing Coach for JOUR 206 Community Reporting

January – May 2022

SCHOOL OF CINEMATIC ARTS

TEACHING ASSISTANT

CTWR 411 Television Script Analysis, a large lecture class taught by Professor Pamela Douglas

2011 - 2012

EDUCATION

NEW YORK UNIVERSITY COLLEGE OF ARTS & SCIENCE

Bachelor of Arts

Major in Journalism and Mass Communication with a Minor in History

2005

UNIVERSITY OF SOUTHERN CALIFORNIA SCHOOL OF CINEMATIC ARTS

Master of Fine Arts

Writing for Screen & Television

2012

CERTIFICATES

UC BERKELEY GRADUATE SCHOOL OF JOURNALISM ADVANCED MEDIA INSTITUTE

Certificate in Podcasting: Telling Stories with Sound
Expected June 2023

SANTA MONICA COLLEGE

Certificates of Achievement

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

HONORS

ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)

Executive Leadership Program (ELP) Fellow (2023)

Selected as one of 13 fellows.

MENTORSHIP PROGRAMS

ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)

VOICES Student Program Editor (2023)

WEST COAST MEDIA JOBS NEWSLETTER

Conducted mentorship calls with over 20 displaced and laid off journalists during the height of the COVID-19 pandemic (2020)

PRESENTATIONS, WORKSHOPS & TALKS

USC ANNENBERG MEDIA CENTER

"Workshop: Getting a Job in TV and Audio," Co-Instructor with Prof. Laila Muhammad, March 2022

"Workshop: Audio Writing," Instructor, October 2022

"Workshop: Media Unions 101," Instructor, March 2022

"Workshop: The Freelance Journalist Toolkit" (Parts 1 and 2), Instructor, March 2022

PARCAST UNION

"Workshop: Audition Basics," Organizer, April 2023

"Workshop: Audition Tips & Tricks," Organizer, April 2023

"Workshop: Pro Tools," Organizer, April 2023

USC ANNENBERG MEDIA EQUITY FEST

"Navigating Diversity at a Mainstream Outlet," Panelist, January 2023

GRAND ARTS MEDIA ARTS SYMPOSIUM (LAUSD)

"All Ears: Podcasting 101 with Spotify & Parcast," presenter with Julian Boireau, the Global Head of Programming at Spotify's Parcast Studios, December 2022

NEW YORK UNIVERSITY

“Marketing & Communication Networking Night,” Speaker, Wasserman Center for Career Development, November 2021

“Virtual Networking: Arts & Media,” Speaker, NYU Production Lab, October 2020

ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)

“Small-Market Challenges,” Moderator, AAJA National Convention in Miami, August 2007

ACADEMIC ARTICLES/PUBLICATIONS

- [“How young journalists are standing out in the job market,”](#) NBCU Academy, Jan. 3, 2023.
- Founder and publisher of [West Coast Media Jobs](#), a journalism jobs newsletter focused on West Coast, Pacific Northwest, and remote jobs, sent out weekly on Wednesdays, 2020 – present.
- [“An Awe-Inspiring Film: Jake Bloch’s honors thesis and documentary explores the intersection of science and religion,”](#) USC Dornsife News, May 12, 2011.
- [“Keeping the Black Church of Los Angeles Alive,”](#) USC Dornsife News, Aug. 25, 2011.
- [“USC College Kambun Workshop Draws Grad Students Nationwide,”](#) USC Dornsife News, Oct 20, 2010.
- [“Hope Dies Last,”](#) *Columbia Journalism Review*, Nov. 20, 2008

MEDIA MENTIONS

- Indeed, [“5 Tips on How To Mitigate Work Performance Anxiety as a Hybrid Employee”](#) (2023)
- NBCU Academy Equity Lab, [“5 Reasons To Get Excited About a Journalism Career”](#) (2022)

LEADERSHIP & SERVICE

Spotify Asian Community Engagement (SPACE) Belonging Group, LA Office Lead, 2022 – 2023

Parcast Union, Diversity, Equity, Inclusion, and Accessibility Committee Chair, Union Co-Chair, 2022 – 2023

Parcast Union, Bargaining Committee member, 2020 – 2022

Writers Guild of America East, Industry-Wide Organizing Committee member, 2020 – 2023

COMMUNITY INVOLVEMENT

Hip Cooks, Teaching Assistant, 2020

826LA, Journalism Tutor, 2017

Asian American Journalists Association National Convention, Volunteer, 2005, 2012

USC School of Cinematic Arts First Pitch, Volunteer Photographer, 2011

Tribeca Film Festival, Volunteer, 2010

Girls Preparatory School, Career Mentor, 2006-2007

PROFESSIONAL MEMBERSHIPS

Writers Guild of America, East

Asian American Journalists Association

NON-ACADEMIC EMPLOYMENT

SPOTIFY

Podcast Writer/Editor, 2020 – 2023

Freelance Writer, 2017 - 2020

Wrote scripts for weekly and daily podcasts from the Spotify-owned Parcast Studios, including several top-rated shows like *Serial Killers*, *Disappearances with Sarah Turney*, and *Conspiracy Theories*.

FREELANCE WORK

Various, 2008 – present

Clients include the BBC World Service (audio), NBC Academy, *Cosmopolitan*, *Teen Vogue*, BuzzFeed, *Columbia Journalism Review*, *The Commercial Appeal*, *The Daily Meal*, Trulia, *NYU Alumni Magazine*, Nicki Swift, *Sports Illustrated on Campus* and more.

E! NEWS

Ecommerce 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.

BUSTLE

Associate Entertainment Editor, Contributing Editor, TV Writer, 2014-2019

Oversaw nightly & weekend entertainment news & celebrity coverage: Supervised a team of 15+ part-time writers, received and evaluated pitches, assigned and executed stories, edits, and SEO-optimized copy and headlines.

AVALIN DESIGN CONSTRUCTION CO.

Operations Administrator, 2014 – 2020

Managed the office for company president. Developed efficient system for creating plot plans and created uniform timesheet system now used by all employees. Created and maintain client files and other files as needed.

WHOSAY

Entertainment Writer & Copy Editor, 2014 – 2015

- Wrote and curated entertainment content (breaking news, trends, & viral videos) and sponsored content for the website daily for the site on deadline. Copy-edited and works with other editors as needed on editorial projects.

HULU

Customer Support Advocate, Communications Specialist, 2013 – 2014

Wrote & revised the canned responses (yup) sent out by the Customer Service team. QA'd the "Hulu voice" in e-mails (internal and external), social media responses (Twitter & Facebook). Copy-edited internal and external communications.

LOSANGLES.COM/BOULEVARDS NEW MEDIA

Freelance Writer, 2012 – 2013

Pitched and wrote articles on LA tourism, events, and fun things to do around the city. Wrote and conducting interviews for weekly features on local chefs and food truck owners.

SONY PICTURES TELEVISION INTERNATIONAL

Intern/Assistant, 2012

Pitched and wrote articles on LA tourism, events, and fun things to do around the city. Wrote and conducting interviews for weekly features on local chefs and food truck owners.

UNIVERSAL CONTENT PRODUCTIONS

Intern/Assistant, 2011

Pitched and wrote articles on LA tourism, events, and fun things to do around the city. Wrote and conducting interviews for weekly features on local chefs and food truck owners.

SCOTT FREE PRODUCTIONS

Intern/Assistant, 2011

Pitched and wrote articles on LA tourism, events, and fun things to do around the city. Wrote and conducting interviews for weekly features on local chefs and food truck owners.

UNIVERSITY OF SOUTHERN CALIFORNIA, CENTER FOR RELIGION & CIVIC CULTURE

Communications Assistant, 2010 - 2012

Pitched and wrote articles on LA tourism, events, and fun things to do around the city. Wrote and conducting interviews for weekly features on local chefs and food truck owners.

NEW YORK DAILY NEWS

Staff Writer, 2008

Wrote 800 to 1,000-word articles about Manhattan real estate for the YOUR HOME section of the newspaper right before the housing bubble burst.

CHATTANOOGA TIMES FREE PRESS

Staff Writer, Outdoors Editor, 2006-2008

Covered a variety of high school sports (tennis, football, basketball, baseball, soccer, track & field), pro cycling in the Tour de Georgia, basketball at the University of Tennessee at Chattanooga, health and community sports stories. Coordinated weekly outdoors page coverage and weekly fishing report.

THE NEWS & OBSERVER

Staff Writer/Intern, 2005

Covered a variety of high school sports (tennis, football, basketball, baseball, soccer, track & field), pro cycling in the Tour de Georgia, basketball at the University of Tennessee at Chattanooga, health and community sports stories. Coordinated weekly outdoors page coverage and weekly fishing report.

COLLEGE SPORTS TELEVISION (now CBS SPORTS NETWORK)**Staff Writer/Intern, 2004**

Covered a variety of high school sports (tennis, football, basketball, baseball, soccer, track & field), pro cycling in the Tour de Georgia, basketball at the University of Tennessee at Chattanooga, health and community sports stories. Coordinated weekly outdoors page coverage and weekly fishing report.

ABC SPORTS**Promotions Assistant/Intern, 2004**

Covered a variety of high school sports (tennis, football, basketball, baseball, soccer, track & field), pro cycling in the Tour de Georgia, basketball at the University of Tennessee at Chattanooga, health and community sports stories. Coordinated weekly outdoors page coverage and weekly fishing report.