

# MALLORY CARRA

Based in Los Angeles, CA  
[www.mallorycarra.com](http://www.mallorycarra.com) - @MalloryCarra

## RECENT EXPERIENCE

### SPOTIFY

PODCAST WRITER/EDITOR, PARCAST STUDIOS, MARCH 2020 – JUNE 2023

FREELANCE WRITER, 2017 – 2020

- Wrote scripts for weekly and daily podcasts with hundreds of thousands of listeners, 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.
- Edited and gave feedback on outlines and 6,000-word scripts written by full-time staff writers and freelancers for multiple shows
- Deeply researched 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.
- Pitched future episode topics to research team and helps them develop special series
- **Leadership:** LA Office Lead for Spotify SPACE, the API ERG (Jan 2022-June 2023); Parcast Union Diversity, Equity, Inclusion, Accessibility Committee Chair (May 2022-June 2023); Member of the Parcast Union bargaining committee, helping negotiate the union's first CBA (Nov 2020-May 2022)

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

ADJUNCT INSTRUCTOR, 2022 – PRESENT

- Radio Coach for students in JOUR 206 Media Center Practicum Live Production (Fall 2022 - present); Faculty Advisor for ElevASIAN, API vertical (starting Fall 2023); Writing Coach for students in JOUR 206 Community Reporting Practicum (Spring 2022).
- Advise student leaders on producing Annenberg Radio News and on the daily production of the student radio/podcast news show, "From Where We Are."
- Work one-on-one with student reporters on story development, interviewing, writing, gathering research. Offer first reads on digital stories and radio scripts to provide tips on how to make improvements.
- Assess student work and interactions with an eye toward ensuring diversity, equity, and inclusion in the newsroom.
- 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 job hunting, audio writing, 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 fast-paced, SEO-driven 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 the latest news.

- Provided coverage for Los Angeles set visits, red carpets, premieres, and 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, Chiwetel Ejiofor, Jon Favreau, Vanessa Kirby, 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, Nicki Swift, 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)*

## **HONORS**

### **ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)**

- Executive Leadership Program (ELP) Fellow (2023)
- VOICES Student Program Instructor/Editor (2023)

## **EDUCATION**

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

*Bachelor of Arts in Journalism & History*

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

*Master of Fine Arts in Writing for Screen & TV*

## **CERTIFICATES OF ACHIEVEMENT**

### **SANTA MONICA COLLEGE**

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