

# MALLORY CARRA

Based in Los Angeles, CA  
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## CIRRICULUM VITAE

### ACADEMIC EMPLOYMENT

#### UNIVERSITY OF SOUTHERN CALIFORNIA

##### **ANNENBERG SCHOOL OF JOURNALISM**

ADJUNCT INSTRUCTOR

Faculty Advisor for ElevASIAN, the AAPI digital vertical

*August 2023 – Present*

Instructor and Radio Coach for JOUR 206 Live Reporting and Writing Practicum & JOUR 532 Fall Digital Journalism Immersion Practicum

*August 2022 – Present*

Annenberg Media Center Writing Coach for JOUR 206 Community Reporting and Writing Practicum

*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*

### RESEARCH

#### UNIVERSITY OF SOUTHERN CALIFORNIA

##### **ANNENBERG SCHOOL OF JOURNALISM & THE ANNENBERG CENTER FOR CLIMATE JOURNALISM AND COMMUNICATION**

LEAD PRODUCER, LITHIUM VALLEY PODCAST

Former Provost and Viterbi School of Engineering Professor Charles Zukoski's podcast on lithium extraction in Imperial Valley, how it'll affect the community and climate change at large, and be part of decarbonizing the economy. It accompanies a Norman Lear Center research study on the impact of climate storytelling in podcasting.

*August – December 2023*

## 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**

*Founder, editor, and career coach (2023 – present); 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: Audio Writing for Grad Students," Instructor, September & October 2023*

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

“Workshop: Audio Writing for Grad Students,” 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,” Instructor, April 2023

“Workshop: Audition Tips & Tricks,” Organizer, April 2023

“Workshop: Pro Tools,” Organizer, April 2023

### **USC ANNEBERG 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**

- [“Bridging the Disconnect Between Gen Z and Management,”](#) NBCU Academy Equity Lab, Oct. 16, 2023.
- [“How to Be a Successful Freelance Journalist,”](#) NBCU Academy Equity Lab, Oct. 2, 2023
- [“Your Early-Career Network Begins in J-School,”](#) NBCU Academy Equity Lab, Sept. 6, 2023
- [“So You Didn’t Get Hired After Your Internship. Don’t Fret,”](#) NBCU Academy Equity Lab, Aug. 10, 2023
- [“How to Fix the Unpaid, Unfair Barrier to Journalism Jobs,”](#) NBCU Academy Equity Lab, July 10, 2023
- [“Build Your Own Personal ‘Board of Directors.’”](#) NBCU Academy Equity Lab, May 9, 2023.
- [“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

**Southern California Journalism Education Association**, Journalism Day Conference, Opinion Writing Competition Judge, 2023

**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

### NBCU ACADEMY

#### Freelance Journalist

**2022 – present**

- Writes and pitches articles with tips and guidance for early career journalists and journalism students for NBCU Academy, a free, award-winning education program for developing new skills and advancing careers in journalism, media, and tech from Comcast NBCUniversal.

### 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 JOURNALIST

#### 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, Freelance 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.

### **LOS ANGELES.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**

Provided support to the staff by doing research projects, writing script coverage, reviewing scripts, and cuts of TV shows. Filed, burned and copied DVDs, and other tasks as needed for international productions of popular domestic TV shows (THE NANNY, MARRIED WITH CHILDREN).

### **UNIVERSAL CONTENT PRODUCTIONS**

#### **Intern/Assistant, 2011**

Provided support to the executive assistants by doing research projects, writing script coverage, reviewing script submissions, covering phones for assistants and the front desk receptionist, filing, organizing materials, and other tasks as needed for the studio that produces COVERT AFFAIRS, SUITS, and ROYAL PAINS.

### **SCOTT FREE PRODUCTIONS**

#### **Intern/Assistant, 2011**

Provided administrative support to the TV development department by writing coverage for pilots, reviewing script submissions, doing research for upcoming scripted and unscripted projects (THE GOOD WIFE, COMA, PROMETHEUS, GETTYSBURG, PROPHETS OF SCIENCE FICTION), updating development and talent databases, filing, and other tasks as needed for Ridley and Tony Scott's production company.

### **UNIVERSITY OF SOUTHERN CALIFORNIA, CENTER FOR RELIGION & CIVIC CULTURE**

#### **Communications Assistant, 2010 - 2012**

Promoted research initiatives by writing articles for USC Dornsife College News and the Center blog. Copy-edited and proofread research publications and grant proposals, including the Rev. Dr. Cecil "Chip" Murray's autobiography TWICE TESTED BY FIRE: A MEMOIR OF FAITH AND SERVICE.

### **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**

Wrote features pertaining to area college sports in the Raleigh-Durham, including Duke University, North Carolina State University and the University of North Carolina at Chapel Hill. Covered local sporting events in the Triangle, the 2005 NBA Draft, the resolution of the NHL Lockout and outdoors. Covered local issues and crime in Johnston County for a week on the Metro desk.

### **COLLEGE SPORTS TELEVISION (now CBS SPORTS NETWORK)**

#### **Staff Writer/Intern, 2004**

Wrote original feature articles centered on college sports athletes. Covered the 2004 NCAA Women's Volleyball Division III Championship in Rochester, Minn. Proofread, edit and fact-check original articles and columns for web site. Contacted College Sports Information Directors for information and photos for web site spotlight and preview material.

### **ABC SPORTS**

#### **Promotions Assistant/Intern, 2004**

Filed drop-in promotion reports and created marketing decks. Screened past ABC Sports programming for drop-in promotion and usable footage for promotional material. Assisted Vice President, Producers and Production Assistants with administrative duties and projects.

### **NEW YORK UNIVERSITY SCHOOL OF LAW**

#### **Web Designer, 2001 - 2003**

Designed and maintained department and professor websites for one of the nation's top law schools.