

# MALLORY CARRA

Based in Los Angeles, CA

[www.mallorycarra.com](http://www.mallorycarra.com) - @MalloryCarra

## RECENT EXPERIENCE

### UNIVERSITY OF SOUTHERN CALIFORNIA

LEAD PRODUCER, UNTITLED LITHIUM VALLEY PODCAST, AUG. 2023 - PRESENT

- Leads and manages the production process of a 6-episode journalistic storytelling podcast hosted by former USC Provost and Vivian Professor of Chemical Engineering and Materials Science Charles Zukoski on Imperial Valley's upcoming environmental development and the Lithium extraction process. It's a co-production of Annenberg, Annenberg's Center for Climate Journalism, and Viterbi School of Engineering.

- Developed the podcast's creative vision working closely with and reporting directly to the host (Zukoski) and the executive producer (Center for Climate Journalism director Allison Agsten); supervises the production assistant, editor, sound designer, and others needed during the production process.

- Manages production process from start to finish: conceptualizing episodes; conducting field reporting with Zukoski and Agsten in Imperial Valley and supervising interview recording; researching, coordinating, and scheduling podcast guests and pre-interviews; booking, coordinating, and supervising recording sessions; editing Zukoski's scripted episodes; advises on creative uses of audio in the field and in production.

delivering sound files to editor and sound designer; reviewing cuts for revision

- Manages project files and workflow, as well as the quality control process, the conceptualization of key episode art and show copy; develops plans for distribution on multiple platforms and press promotion; and other duties as needed.

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

PART-TIME LECTURER, AUG. 2023 – PRESENT

ADJUNCT INSTRUCTOR, JAN. 2022 – AUG. 2023

- Instructor and Radio Coach for students in JOUR 206 Live Reporting and Reporting Practicum & JOUR 532 Fall Digital Journalism Immersion Practicum (Fall 2022 - present); Faculty Advisor for elevASIAN, API vertical (Fall 2023 – present); Writing Coach for students in JOUR 206 Community Reporting and Writing Practicum (Spring 2022).

- Supervises student leaders as they produce the student radio/podcast news show, "From Where We Are" and the daily TV news broadcast, Annenberg TV News;

- Supervises and guides undergraduate and graduate students through newsroom workflow; advises students on story development, interviewing, research, finding sources, drafting interview questions, and coordinating interviews.

- Performs first reads on digital stories, radio scripts, and VO/SOTs/anchor tags and intros under tight deadlines and offers detailed feedback.

- Conducts workshops as needed: led workshops on job hunting, audio writing, freelancing, and co-led one on media unions

### NBCU ACADEMY

FREELANCE JOURNALIST, NOV. 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 STORY EDITOR/WRITER, PARCAST STUDIOS, MARCH 2020 – AUG. 2023

FREELANCE WRITER, 2017 – 2019

- 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 very detailed feedback on outlines and 6,000-word scripts written by full-time staff writers and freelancers for multiple shows; managed and coordinated each show freelancer's workflow through the scripting process.
- Developed story arcs, outlines, and deeply research for assigned topics, determining the strongest journalistic narrative within true events for individual episodes and multi-episode specials; mapped out music and sound cues in scripts.
- Pitched future episode topics to research team and helped them develop special series
- Led and managed Spotify API ERG LA Office events and planning on the Spotify Asian Community Engagement (SPACE) Steering Committee and the Parcast Union DEI Committee as chair.
- **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)

## **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**

### **UC BERKELEY ADVANCE MEDIA INSTITUTE**

Podcasting: Telling Stories in Sound (2023)

### **SANTA MONICA COLLEGE**

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