

Lauren Ratcliffe

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News Experience

- Assignment Editor and Digital Journalist – *WJZY FOX 46 Charlotte*, Charlotte, N.C. Dec. 2013 - Present
- Managed day-to-day operations of the desk including news director's conference calls from May to Sept.
 - Coordinated newsgathering efforts for reporting staff. Identified trend-based and other significant stories.
 - Confirmed information for reporters, augmented their work in the field.
 - Identified breaking news via scanners, social media and personal sources dispatched crews and managed details.
 - Produced and wrote original local content for www.fox46charlotte.com, managed station twitter account, augmented additional social media efforts.
 - Grew and maintained assignment desk source list and implemented methods to improve desk function.
 - Produced on-air displays for social media content. Worked with two different vendors to achieve best display. Trained colleagues on the product.
 - Coordinated all evening live shots and established and maintained a mapping system of live shot locations.
- Associate Writer and Editor – *Grammar Chic, Inc.*, York, S.C. July 2013 – Sept. 2013
- Positioned companies and products positively using SEO and brand management strategies. All content written to rank on Google, Bing and Yahoo.
 - Wrote 5,000 words daily including web copy, press releases and news articles for a range of business clients.
- Overnight Producer and Writer – *NBC News Channel*, Charlotte, N.C. June 2013 – Dec. 2013
- Produced the national feed distributed to all NBC affiliates and foreign clients on weekend overnight shifts.
 - Managed National desk.
 - Coordinated coverage with affiliates, NBC Network, stringers and foreign clients.
 - Identified, wrote and edited VOs and VO-SOTs of national significance.
- Staff Writer – *S.C. Business Publications LLC*, Charleston, S.C. Oct. 2011 – May 2013
- Covered residential and commercial real estate, hospitality and tourism, banking and finance, local government for Charleston, North Charleston and Mt. Pleasant, commercial development and health care for the *Charleston Regional Business Journal*, the only business newspaper in Charleston.
 - Produced content for daily email blast and award-winning bi-weekly print newspaper, *SCBIZ Magazine*, a statewide business and economic development magazine and sister publications in Greenville and Columbia.
 - Produced and edited video stories, live-tweeted events and shot still photographs to accompany stories when needed.
- Editorial Intern – *China Internet Information Center*, Beijing, China June 2011 - Aug. 2011
- Pitched and reported original stories in addition to covering events and press conferences about the 90th anniversary of the founding of the CPC and international diplomacy-related events in Beijing.
 - Copy edited stories that had been translated into English from Chinese.
 - Maintained personal blog, an excerpt was published in *China Daily*, and attracted the attention of *Forbes*.
- Reporter – *The Daily Tar Heel*, Chapel Hill, N.C. Sept. 2009 – May 2011
- Pitched, reported and wrote daily and long-term articles for an award winning, independent student-run newspaper with circulation of 18,000 and readership of 39,000.
 - Covered topics ranging from parking changes to university proposals, the Greek system and features.
- Freelance Reporter Feb. 2009 – Aug. 2011
- Pitched and wrote feature articles for the *Durham Herald-Sun*, *The Chapel Hill Herald*, and *The Greensboro News Record*. Topics included fashion, education and business.

Additional Experience

- In 2011, I assisted with publicity for UNC-Chapel Hill's Homecoming King Campaign. My candidate won. I promoted a fundraising event called Basebald for the Cure that raised more than \$20,000.

Education

The University of North Carolina at Chapel Hill

B.A., Journalism and Mass Communication – Reporting
Additional Major: Political Science

May 2011

Awards

- 2011 AEJMC Student Magazine Competition
First Place, "Start-up Magazine" category for Earth+Sky, a magazine celebrating Native Americans.