

CORTLYNN STARK

STORYTELLER

SUMMARY

During four years as a reporter covering breaking news, local government, and personal finance, I honed my skills as an expert storyteller. I used audience research and crafted compelling narratives in written and video formats to drive page views and engagement. I am a creative thinker and collaborative problem-solver with excellent organizational and interpersonal skills.

CONTACT DETAILS

- Mobile: 785-727-8302
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SKILLS

- Communication
- Collaboration
- Flexibility
- Willing to learn
- Dependability
- Building relationships

EDUCATION

- Bachelor of Science in Journalism
- 8/2015 - 5/2019
- Summa cum laude
- Spanish minor

TRAINING/AWARDS

- Maynard 200 fellow class of 2021
- NPA 2023 Mentorship Program
- Certified Financial Education InstructorSM
- Anthony Shadid Award for Journalism Ethics finalist
- SPJ Special Citation for Excellence in Journalism
- 2020 McClatchy President's Award
- Best News Story Class 3 in Missouri Press Awards 2020

EXPERIENCE

McClatchy

Service Journalism Reporter | 5/2023 - 3/2024

- Spearheaded a personal finance product's content strategy change to a local market focus, managing web and social distribution, engaging audiences across McClatchy.
- Broke down complicated finance topics to ensure accessibility for consumers.
- Generated hundreds of thousands of page views, exceeding goal each month.
- Consistently detail-oriented when editing to ensure accuracy and clean copy.

Writer/Producer | 8/2022 - 5/2023

- Developed content strategy and brand voice for a new personal finance product.
- Published articles and TikTok and Instagram videos tailored to a Gen Z audience to expand out-of-market reach while leveraging audience research and data insights.

The Kansas City Star

City Hall Reporter | 9/2021 - 8/2022

- Built relationships with and interviewed government officials and community leaders to gather information and write timely, clear articles that informed the public.
- Collaborated with team members to execute efficient production of news.

Breaking News Reporter | 1/2020 - 9/2021

- Displayed flexibility while balancing daily breaking news with long-term projects in a fast-paced environment, meeting strict print deadlines and adhering to AP Style.
- Engaged external stakeholders through active listening, empathy, and community outreach to tell stories that improved The Star's community relationships.

The Indianapolis Star

Pulliam Fellow | 9/2019 - 11/2019

- Through written and verbal communication, covered local government and community interest stories on deadline while engaging external consumers.

The Washington Post

Local Intern | 6/2019 - 8/2019

- Produced compelling narratives on government affairs and the community,

The Standard

Editor-in-Chief - Missouri State University | 5/2018 - 5/2019

- Implemented a beat system and managed a staff of approximately 40 under a weekly deadline, using strategic communication to drive campus interaction.

KOLR10

Web Producer/Assignment Editor | 3/2017 - 2/2019

- Wrote breaking news while managing Facebook and Twitter profiles, leveraging Google Analytics insights to foster substantial page view growth.