

CORTLYNN STARK

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SUMMARY

As an expert storyteller, I have crafted compelling narratives in written and video formats to drive views and engagement. I am a creative thinker and collaborative problem-solver with excellent organizational and interpersonal skills.

EXPERIENCE

Garmin

Content Marketing Specialist | 8/2024 - present

- Creates blog content using SEO research and Google Analytics to determine high-performing posts. Writes content for the external Garmin blog to grow users, increase brand awareness and drive revenue. Builds relationships with internal and external stakeholders to ensure quality and accurate content that helps consumers understand Garmin products. Manages multiple content areas, including larger projects, while measuring growth and optimizing future posts.

Stark Storytelling, LLC

Founder | 3/2024 - present

- Develops social media content for clients. Responsible for idea generation, scripting, filming and editing videos to grow reach and engagement across social platforms.

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. Consistently detail-oriented when editing to ensure accuracy and clean copy. Broke down complicated finance topics to ensure accessibility for consumers and generated hundreds of thousands of page views, exceeding goal each month.

McClatchy

Writer/Producer | 8/2022 - 5/2023

- Developed content strategy and brand voice for a new personal finance product. Published articles, as well as 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.

The Kansas City Star

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 Washington Post

Local Intern | 6/2019 - 8/2019

- Produced narratives on government affairs and the community on deadline while engaging external consumers.

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.

EDUCATION

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

TRAINING

Maynard 200 fellow class of 2021 | NPA 2023 Mentorship Program |
Certified Financial Education InstructorSM | Google Analytics Certification 2024

AWARDS

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