

Pem McNerney

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PROFILE

Award-winning multimedia journalist with extensive expertise in storytelling, social media strategy and tactics, analytics, and online community development and management.

EDUCATION

- Graduate Liberal Studies Masters Program (Humanities), Wesleyan.
 - Completion expected 2014. GLS Steering Committee member
- Bachelor of Arts (English, with honors), Mount Holyoke College, South Hadley, MA
- Knight Center Fellowship, (Finance), College of Journalism, University of Maryland
- Continuing Education Courses, Social Media, Communications, Photography, Video

EXPERIENCE

Content Creation Co., Madison, CT

1996 to 2001 and currently

Writer and Editor

- Provide writing, editing, photography, video, and social media services.
- Freelancing for New Haven Living magazine, including monthly events column, feature stories, and photography. Also have provided content for websites and books. Hosting author events for R. J. Julia Booksellers.
- Mentor, Central Connecticut State University Communications Department mentoring program. Stateside editor for CCSU Journalism Department D-Day 70 project, June 2014.
- Using WordPress, collect and disseminate information on writing, editing, content management, storytelling, social media and related topics at <http://www.contentcreation.com>. Member, Society of Professional Journalists.

AOL / Patch.Com, Madison, CT

2010-January 2014

Editor and Writer

- Developed content for hyperlocal news website <http://madison-ct.patch.com>. Launched in late November 2010, website consistently exceeded readership goals set by AOL by employing strategic and tactical social media techniques. As of January 2014, Madison Patch had the highest penetration by population in the region, when compared to other Patch sites, at 1.36.
- Responsibilities included
 - o Working a 24/7 news cycle writing stories with photos and videos
 - o Covering government, politics, public affairs, breaking news, and features
 - o Editing, assigning stories and managing freelancers
 - o Facilitating conversations on the site and social media channels
 - o Cultivating user-generated content and teaching citizen journalists how to use the platform
 - o Coordinating social media posts and cultivating online community across platforms
- Averaged 27,000 unique visitors a month, with 47,890 visits, and 106,696 page views monthly in a town with about 7,000 households and a population of about 19,000.
- Also served as the editor for guilford.patch.com and clinton.patch.com for several months.

- In 2013, awarded First Place, General Reporting Series-Online, Connecticut Society of Professional Journalists for Hurricane Sandy Coverage. Also in 2013, awarded Madison Chamber of Commerce New Member Award. Also nominated in 2013 for the Madison Jaycees 58th Annual Award for Distinguished Service.
- Following coverage of Hurricane Sandy, was asked to contribute article to “Introduction to Emergency Management,” Fifth Edition, a widely used emergency management textbook, and “Disaster Communications In A Changing Media World.” Article (<http://goo.gl/HV3S0o>) explained how social media allowed community to help cover the storm.
- Was nominated by supervisors in May 2013 as an expert in building “talkers,” stories that create engagement and community conversations and was recruited to help teach my peers how to do that in an online class provided by Patch. In October 2013 was selected to help teach peers about multi-site content strategies that keep audiences active and engaged in an online teaching session entitled “The Patch Way.”

Yale University, New Haven, CT

2001 - 2010

Senior Web Editor (2006-2010)

- Created websites and associated micro sites for the Office of Development.
- Responsibilities included writing, editing, posting new content to the site, maintaining associated databases, and introducing new technology to help increase traffic including RSS feeds, a social media article-sharing mechanism, photography slideshows, audio podcasts, embedded video, and Google Analytics.
- Was member of Yale University Google Analytics Users Group and Yale Developers Network, a user group associated with university-wide deployment of the Drupal content management system.

Communications Director, CENTURY/TTURC (2001-2006)

- Directed internal and external communication efforts for trans-disciplinary group of scientific experts.
- Obtained coverage for scientific findings in national, statewide, and local papers. Taught researchers how to write editorials that were placed in statewide newspaper.
- Also helped researchers communicate across scientific disciplines and with researchers across the country.

Content Creation Co., LLC, Madison, CT

1996 - 2001

Writer and Editor

- See details above.

The Courant, Hartford, CT

1987-1996

City Editor, Content Coordinator, Reporter, Editor

- Local content coordinator from November 1995 to September 1996, assisted The Courant set up its first news websites.
- Assistant Editor for Northeast magazine from January 1995 to November 1995
- City Editor from August 1991 to January 1995
- Editor for Sunday business section and Business Weekly from June 1989 to August 1991
- Business Reporter from July 1987 to June 1989

PRIOR EXPERIENCE

Writer, Reporter, Editor

- Business Reporter for the Journal Inquirer, Manchester, CT

- Correspondent for the Springfield Daily News, Springfield, MA
- Reporter/Editor for the Westfield Evening News, Westfield, MA
- Writer for the Energy Education Foundation, Boston, MA

SKILLS

Expert at journalism, communication, writing, photography, video, editing, and social media. Adept at developing highly effective working relationships with local, regional, and national media, educational institutions, and community groups. Familiar with process of translating research into policy. Have worked with wide array of scientific and medical experts to communicate complex research findings in clear language. Excellent verbal communication skills. Excellent project management and organizational skills. Highly productive and able to meet deadlines. Strong interpersonal skills. Able to work independently, as part of a team, or as team leader. Creative.

SPECIALTIES

Expert at teaching and mentoring, writing, editing, and storytelling with words, photos, and video. Familiar with Drupal, taxonomy and tagging. Expert at Facebook, LinkedIn, Flickr, Twitter, HootSuite. Also, still photography, photo editing, video, Vimeo, and YouTube, Dreamweaver, Photoshop, Microsoft Office Suite, WordPress. Also expert at Web site development, with an understanding of HTML, CSS, XHTML, AJAX, blogging, RSS feeds, podcasting, Second Life, Instagram, Vine, Snapchat, Storify, and other forms of social media.

REFERENCES:

These three people were my immediate supervisors at Patch.

- Gary Jeanfaivre. Email: gjeanfaivre@gmail.com
- Corey Fyke. Email: corey.fyke@gmail.com
- Elissa Bass. Email: elissabass2013@gmail.com

I worked with Marie and Naedine at The Courant.

- Marie Shanahan. Email: marie.shanahan@uconn.edu
- Naedine Hazell. Email: naedine.j.jhazell@gmail.com