

MALLORY CARRA

Based in Los Angeles, CA
www.mallorycarra.com
@MalloryCarra

CIRRICULUM VITAE

ACADEMIC EMPLOYMENT

UNIVERSITY OF SOUTHERN CALIFORNIA

ANNENBERG SCHOOL FOR JOURNALISM & COMMUNICATION

PART-TIME LECTURER (IN PERSON)

Part-Time Representative, Faculty Advisory Council

2024 – Present

Elected by the school's adjunct/part-time faculty for a 1-year term. The Faculty Advisory Council serves as the main means of communication between the faculty and the dean, as well as to the larger university via the Academic Senate.

Faculty Advisor for elevASIAN, Annenberg Media's AAPI digital vertical

2023 – Present

Attends the vertical's meetings, led by the vertical's co-editors, and assist with story development and give top reads to story drafts, along with other duties as needed.

Instructor for JOUR 206 Live Reporting and Writing Practicum

2023 – Present

Teaches three sections of undergraduate students in this core curriculum course, taking them through newsroom workflow; advising students on story development, interviewing, research, finding sources, coordinating interviews, and writing VO/SOTs for the daily TV news show, *Annenberg TV News*.

Radio Coach for JOUR 206 Live Reporting and Writing Practicum & JOUR 532 Fall Digital Journalism Immersion Practicum

2022 – Present

Supervises student leaders as they produce the student radio/podcast news show, "From Where We Are" and guide undergraduate and graduate students through newsroom workflow; advise students on story development,

interviewing, research, finding sources, drafting interview questions, and coordinating interviews. I also perform first reads on radio scripts, under tight deadlines and offers detailed feedback.

Writing Coach for JOUR 206 Community Reporting and Writing Practicum
January – May 2022

Performed first reads on digital/text stories for two sections of undergraduate students in this core curriculum course, advised on reporting methods, and guided students in their writing of news and feature stories for the Annenberg Media website.

SCHOOL OF CINEMATIC ARTS

TEACHING ASSISTANT (IN PERSON)

CTWR 411 Television Script Analysis, a large lecture class taught by
Professor Pamela Douglas
2011 - 2012

Assisted award-winning Professor Pamela Douglas, author of the best-selling book *Writing the Drama Series* in running the large Spring semester lecture class, Television Script Analysis; graded midterm and final exams, took attendance, and other administrative duties as needed.

In the lead up to the Spring semester lecture, I helped Prof. Douglas design the syllabus. I also researched class materials, arranged guest lecturers and gathered their materials, and reached out to studios for screeners to use in class.

RESEARCH

UNIVERSITY OF SOUTHERN CALIFORNIA

USC ANNENBERG CENTER FOR CLIMATE JOURNALISM AND COMMUNICATION

LEAD PRODUCER, ELECTRIC FUTURES PODCAST
August 2023 - present

Featured by the Los Angeles Times, NPR, La Opinión, and Podcast Delivery. A Top 50 Science Podcast on Spotify and Apple Podcasts.

Electric Futures is a podcast series exploring lesser-known stories of the energy transition, from the perspectives of the people most impacted by the changes that transition will bring. Over six episodes in season one, Charles Zukoski, former USC provost and current Viterbi professor of engineering, gets to know people living and working Imperial Valley, a Southern California rich with community – and critical minerals – on the brink of a transformation so big, it could reverberate across the globe.

Additionally, an audience research study conducted by USC Norman Lear Center will be the first to measure trends in engagement for a climate podcast.

I led scripting, story editing, audio production, and post-production on the podcast; advising Charles Zukoski on the development, scripting and the recording (tracking) process. Additionally, I supervised two associate producers working on booking, post-production, editing, sound designing and marketing/promotion, along with hiring and coordinating key art with a cover artist.

DORNSIFE COLLEGE OF LETTERS, ARTS AND SCIENCES
THE CENTER FOR RELIGION & CIVIC CULTURE
RESEARCH & COMMUNICATIONS ASSISTANT
2010 - 2012

Promoted research initiatives by writing articles for USC Dornsife College News and the Center blog. Interviewed professors and fellows on their research. Compiled press mentions. Copy-edited and proofread research studies and grant proposals, including the Rev. Dr. Cecil "Chip" Murray's autobiography TWICE TESTED BY FIRE: A MEMOIR OF FAITH AND SERVICE.

EDUCATION

NEW YORK UNIVERSITY
COLLEGE OF ARTS & SCIENCE
Bachelor of Arts

Major in Journalism and Mass Communication with a Minor in History
May 2005

UNIVERSITY OF SOUTHERN CALIFORNIA
SCHOOL OF CINEMATIC ARTS
Master of Fine Arts

Writing for Screen & Television
May 2012

CERTIFICATES

UC BERKELEY GRADUATE SCHOOL OF JOURNALISM

ADVANCED MEDIA INSTITUTE

Certificate in Podcasting: Telling Stories with Sound

2023

SANTA MONICA COLLEGE

Certificates of Achievement

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

FELLOWSHIPS, AWARDS & HONORS

POYNTER MEDIA INSTITUTE

Lead With Influence Program

2024

Selected for the February 2024 cohort. This four-session workshop is an interactive, virtual training for all leaders who manage big responsibilities — such as processes, products or platforms — but have no direct reports.

ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)

Dinah Eng Leadership Fellowship

2024

The Dinah Eng Leadership Fellowship widens opportunities for mid-career AAJA members pursuing the strategies and skills needed to enter news management and advance within its ranks.

Executive Leadership Program (ELP) Fellowship

2023

Selected as one of 13 fellows in AAJA's flagship program. ELP brings together mid- to senior-level journalists and prepares them for tackling important leadership and change management questions. ELP delves into important topics, such as leveraging identity, changing demographics effects, leadership styles across various cultures and regions affect the success and failures of

products, and what lessons can be learned from established and emerging media markets that can be shared in this new poly-cultural and cross-cultural world.

TENNESSEE SPORTS WRITERS ASSOCIATION

Best Outdoors Writer, Second Place

2007

MENTORSHIP PROGRAMS

ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)

VOICES Fellowship Program Co-Lead

2023 - present

VOICES is a student fellowship program that equips student journalists with career-ready skills to succeed in the continually evolving media landscape. The program aims to help journalists understand how audiences engage with them, how communities view the work they produce, and how they can understand the impact their work has. By nurturing relationships between students and professional volunteers, VOICES gives fellows the opportunity to tap into mentors' networks and grow their own.

Selected to help co-lead the VOICES program this year. Duties include shaping the curriculum and programming, choosing student fellows and professional editors/mentors, advising editors in working with their students, and handling logistics for the program at the AAJA National Convention.

VOICES Fellowship Program Editor/Mentor

2023

Co-lead a group of students through reporting a long-form story revisiting the January 2023 mass shooting in Monterey Park, California. Led the students in the production of two podcast episodes, which included interviews with Brandon Tsay, who disarmed the shooter, and activist David Hogg.

The reporting was published on the [VOICES website](#) and republished in the [LA Public Press](#) and [The Yappie](#).

WEST COAST MEDIA JOBS NEWSLETTER

Editor, Publisher, and Career Coach

2020 – present

[West Coast Media Jobs on Substack](#)

Founded the journalism jobs newsletter focused on West Coast, Pacific Northwest, and remote jobs; sent out weekly on Wednesdays. Conducted mentorship calls with over 20 displaced and laid off journalists during the height of the COVID-19 pandemic in 2020 and parlayed that into paid coaching sessions in 2023, offering subscribers and non-subscribers 1:1 career coaching, resume and LinkedIn reviews, and podcast consulting.

I also created an [Audio Educators Slack](#) for audio professors, teachers, and coaches can gather and chat. It has over 120 members.

PRESENTATIONS, WORKSHOPS & TALKS

USC ANNENBERG MEDIA CENTER

- “Workshop: Writing for Broadcast – TV and Audio,” Instructor, September 2022, January 2023, September 2023, and January 2024
- “Workshop: Getting a Job in TV and Audio,” Co-Instructor with Prof. Laila Muhammad, March 2022
- “Workshop: Audio Writing for Grad Students,” Instructor, October 2022, October 2023
- “Navigating Diversity at a Mainstream Outlet,” Panelist at Equity Fest, January 2023
- “Workshop: Media Unions 101,” Instructor, March 2022
- “Workshop: The Freelance Journalist Toolkit” (Parts 1 and 2), Instructor, March 2022

PARCAST UNION

- “Workshop: Adobe Audition Basics,” Instructor, April 2023

GRAND ARTS MEDIA ARTS SYMPOSIUM (LAUSD)

- “All Ears: Podcasting 101 with Spotify & Parcast,” presenter with Julian Boireau, the Global Head of Programming at Spotify Studios, December 2022

NEW YORK UNIVERSITY

- “Marketing & Communication Networking Night,” Guest Speaker, NYU Wasserman Center for Career Development, November 2021

- “Virtual Networking: Arts & Media,” Guest Speaker, NYU Production Lab, October 2020

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

- “AAJA VOICES Info Session,” Guest Speaker, AAJA CSUN Chapter, February 2024
- JOUR 495EJ: Environmental Justice Reporting class, Guest Speaker, April 2024

ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)

- “If You Find Yourself On a Red Carpet...,” Instructor, AAJA National Convention in Austin, Texas, August 2024
- “AAJA Convention Audio Meetup,” Organizer/Host, AAJA National Convention in Austin, Texas, August 2024
- “AAJA Convention Audio Meetup,” Organizer/Host, AAJA National Convention in Washington, D.C., July 2023
- “Small-Market Challenges,” Moderator/Organizer, AAJA National Convention in Miami, August 2007

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS (NAHJ)

- “How to Survive a Media Layoff,” Panelist, NAHJ National Convention in Los Angeles, July 2024

ACADEMIC ARTICLES/PUBLICATIONS

- [“3 Out of 4 Journalists Have Been Harassed Online. Here’s How to Protect Yourself,”](#) NBC Academy Equity Lab, July 22, 2024.
- [“Many People Get Jobs Through Networking. But What If You Have Social Anxiety?”](#) NBC Academy Equity Lab, July 10, 2024.
- [“War, Abuse, Climate Disasters: How Journalists Can Be Sensitive to Trauma,”](#) NBC Academy Equity Lab, May 20, 2024.
- [“Understanding — and Avoiding — Asian American Stereotypes,”](#) NBC Academy Equity Lab, May 1, 2024.
- [“Media Is in Flux. Don’t Let That Dissuade You From a Journalism Career,”](#) NBC Academy Equity Lab, April 17, 2024.
- [“Want to Launch Your Own News Site? Start Here,”](#) NBC Academy Equity Lab, April 8, 2024.
- [“From Podcast to Print: How to Be a Versatile Journalist,”](#) NBC Academy Equity Lab, March 25, 2024.
- [“Princess Kate Is Largely Out of the Public Eye. That Doesn’t Mean Journalists Should Speculate,”](#) NBC Academy Equity Lab, March 21, 2024.

- ["4 Red Flags to Look for When Applying to a Media Job,"](#) NBC Academy Equity Lab, March 12, 2024.
- ["To Post or Not to Post: How Journalists Can Best Use Social Media,"](#) NBC Academy Equity Lab, Feb. 7, 2024.
- ["Local News Coverage Is Dwindling. Student Journalists Are Filling in the Gaps,"](#) NBC Academy Equity Lab, Jan. 22, 2024.
- ["Burnout Remains a Problem. Journalists Are Helping Each Other Cope,"](#) NBC Academy Equity Lab, Jan. 16, 2024.
- ["It's Not Too Late to Start a Journalism Career,"](#) NBCU Academy Equity Lab, Jan. 8, 2024.
- ["Bridging the Disconnect Between Gen Z and Management,"](#) NBCU Academy Equity Lab, Oct. 16, 2023.
- ["How to Be a Successful Freelance Journalist,"](#) NBCU Academy Equity Lab, Oct. 2, 2023
- ["Your Early-Career Network Begins in J-School,"](#) NBCU Academy Equity Lab, Sept. 6, 2023
- ["So You Didn't Get Hired After Your Internship. Don't Fret,"](#) NBCU Academy Equity Lab, Aug. 10, 2023
- ["How to Fix the Unpaid, Unfair Barrier to Journalism Jobs,"](#) NBCU Academy Equity Lab, July 10, 2023
- ["Build Your Own Personal 'Board of Directors,'"](#) NBCU Academy Equity Lab, May 9, 2023.
- ["How young journalists are standing out in the job market,"](#) NBCU Academy, Jan. 3, 2023.
- ["An Awe-Inspiring Film: Jake Bloch's honors thesis and documentary explores the intersection of science and religion,"](#) USC Dornsife News, May 12, 2011.
- ["Keeping the Black Church of Los Angeles Alive,"](#) USC Dornsife News, Aug. 25, 2011.
- ["USC College Kambun Workshop Draws Grad Students Nationwide,"](#) USC Dornsife News, Oct 20, 2010.
- ["Hope Dies Last,"](#) *Columbia Journalism Review*, Nov. 20, 2008

MEDIA MENTIONS/INTERVIEWS

- [Journalism Salute Podcast Interview](#) by Journalist Mark Simon
- Your First Byline, a newsletter run by former Bloomberg reporter Ryan Teague Beckwith, ["How to Search for Journalism Jobs Online"](#)
- Indeed, ["5 Tips on How To Mitigate Work Performance Anxiety as a Hybrid Employee"](#) (2023)
- NBCU Academy Equity Lab, ["5 Reasons To Get Excited About a Journalism Career"](#) (2022)

LEADERSHIP & SERVICE

- **The Podcast Academy**, Marketing Committee, 2023-present
- **Spotify Asian Community Engagement (SPACE) Belonging Group**, LA Office Lead, 2022 – 2023
- **Parcast Union**, Diversity, Equity, Inclusion, and Accessibility Committee Chair, Union Co-Chair, 2022 – 2023
- **Parcast Union**, Bargaining Committee member, 2020 – 2022
- **Writers Guild of America East**, Industry-Wide Organizing Committee member, 2020 – 2023

COMMUNITY INVOLVEMENT

- **Southern California Journalism Education Association**, Journalism Day Conference, Opinion Writing Competition Judge, 2023
- **Hip Cooks**, Teaching Assistant, 2020
- **826LA**, Journalism Tutor, 2017
- **Asian American Journalists Association National Convention**, Volunteer, 2005, 2012
- **USC School of Cinematic Arts First Pitch**, Volunteer Photographer, 2011
- **Tribeca Film Festival**, Volunteer, 2010
- **Girls Preparatory School**, Career Mentor, 2006-2007

PROFESSIONAL MEMBERSHIPS

- **The Podcasting Academy**
- **Writers Guild of America, East**
- **Asian American Journalists Association**

NON-ACADEMIC EMPLOYMENT

SERIALously

Freelance Researcher, 2024 – present

Researches potential true crime cases for Annie Elise's popular true crime video podcast.

VOICES FOR JUSTICE

Freelance Podcast Writer, 2024 – present

Writes podcast scripts on missing persons cases for the show, hosted by TikTok missing persons advocate and ethical true crime pioneer, Sarah Turney.

THE WHY FILES

Freelance Writer, 2024 – present

Writes podcast and YouTube scripts for the hit show, which has over 3 million subscribers.

NBCU ACADEMY

Freelance Journalist, 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 Writer/Editor, 2020 – 2023

Freelance Writer, 2017 - 2020

Wrote scripts for weekly and daily podcasts from the Spotify-owned Parcast Studios, including several top-rated shows like *Serial Killers*, *Disappearances with Sarah Turney*, and *Conspiracy Theories*.

FREELANCE JOURNALIST

Various, 2008 – present

Clients include the BBC World Service (audio), NBC Academy, *Cosmopolitan*, *Teen Vogue*, BuzzFeed, *Columbia Journalism Review*, *The Commercial Appeal*, *The Daily Meal*, Trulia, *NYU Alumni Magazine*, Nicki Swift, Sports Illustrated on Campus and more.

E! NEWS

Ecommerce 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.

BUSTLE

Associate Entertainment Editor, Contributing Editor, TV Writer, Freelance Writer, 2014-2019

Oversaw nightly & weekend entertainment news & celebrity coverage:
Supervised a team of 15+ part-time writers, received and evaluated pitches,
assigned and executed stories, edits, and SEO-optimized copy and headlines.

AVALIN DESIGN CONSTRUCTION CO.

Operations Administrator & Office Manager, 2014 – 2020

Managed the office for company president. Developed efficient system for creating plot plans and created uniform timesheet system now used by all employees. Created and maintain client files and other files as needed.

WHOSAY

Entertainment Writer & Copy Editor, 2014 – 2015

Wrote and curated entertainment content (breaking news, trends, & viral videos) and sponsored content for the website daily for the site on deadline. Copy-edited and works with other editors as needed on editorial projects.

HULU

Customer Support Advocate, Communications Specialist, 2013 – 2014

Wrote & revised the canned responses (yup) sent out by the Customer Service team. QA'd the "Hulu voice" in e-mails (internal and external), social media responses (Twitter & Facebook). Copy-edited internal and external communications.

LOSANGLES.COM/BOULEVARDS NEW MEDIA

Freelance Writer, 2012 – 2013

Pitched and wrote articles on LA tourism, events, and fun things to do around the city. Wrote and conducting interviews for weekly features on local chefs and food truck owners.

SONY PICTURES TELEVISION INTERNATIONAL

Intern/Assistant, 2012

Provided support to the staff by doing research projects, writing script coverage, reviewing scripts, and cuts of TV shows. Filed, burned and copied DVDs, and other tasks as needed for international productions of popular domestic TV shows (THE NANNY, MARRIED WITH CHILDREN).

UNIVERSAL CONTENT PRODUCTIONS

Intern/Assistant, 2011

Provided support to the executive assistants by doing research projects, writing script coverage, reviewing script submissions, covering phones for assistants and the front desk receptionist, filing, organizing materials, and other tasks as needed for the studio that produces COVERT AFFAIRS, SUITS, and ROYAL PAINS.

SCOTT FREE PRODUCTIONS

Intern/Assistant, 2011

Provided administrative support to the TV development department by writing coverage for pilots, reviewing script submissions, doing research for upcoming scripted and unscripted projects (THE GOOD WIFE, COMA, PROMETHEUS, GETTYSBURG, PROPHETS OF SCIENCE FICTION), updating development and talent databases, filing, and other tasks as needed for Ridley and Tony Scott's production company.

NEW YORK DAILY NEWS

Staff Writer, 2008

Wrote 800 to 1,000-word articles about Manhattan real estate for the YOUR HOME section of the newspaper right before the housing bubble burst.

CHATTANOOGA TIMES FREE PRESS

Staff Writer, Outdoors Editor, 2006-2008

Covered a variety of high school sports (tennis, football, basketball, baseball, soccer, track & field), pro cycling in the Tour de Georgia, basketball at the University of Tennessee at Chattanooga, health and community sports stories. Coordinated weekly outdoors page coverage and weekly fishing report.

THE NEWS & OBSERVER

Staff Writer/Intern, 2005

Wrote features pertaining to area college sports in the Raleigh-Durham, including Duke University, North Carolina State University and the University of North Carolina at Chapel Hill. Covered local sporting events in the Triangle, the 2005 NBA Draft, the resolution of the NHL Lockout and outdoors. Covered local issues and crime in Johnston County for a week on the Metro desk.

COLLEGE SPORTS TELEVISION (now CBS SPORTS NETWORK)

Staff Writer/Intern, 2004

Wrote original feature articles centered on college sports athletes. Covered the 2004 NCAA Women's Volleyball Division III Championship in Rochester, Minn. Proofread, edit and fact-check original articles and columns for web site. Contacted College Sports Information Directors for information and photos for web site spotlight and preview material.

ABC SPORTS

Promotions Assistant/Intern, 2004

Filed drop-in promotion reports and created marketing decks. Screened past ABC Sports programming for drop-in promotion and usable footage for promotional material. Assisted Vice President, Producers and Production Assistants with administrative duties and projects.

NEW YORK UNIVERSITY SCHOOL OF LAW

Web Designer, 2001 - 2003

Designed and maintained department and professor websites for one of the nation's top law schools.