

CHEYANNE MUMPHREY

MULTIMEDIA JOURNALIST

SUMMARY

Strong media and communication professional with a demonstrated history in print, digital and broadcast formats. Skilled in news writing, copy editing, research and story pitches. Interested in race and ethnicity, environment, lifestyle and business coverage.

WORK EXPERIENCE

News Associate

July 2019 - Present

The Associated Press | Phoenix, Ariz.

Bylined 12 stories and authored 1,400+ spot news stories rewritten from AP members in the western region, including 14 states. Assisted the desk in validating and collecting user-generated content in breaking news situations. Pitched enterprise stories and contributed to nationwide reporting on the Race & Ethnicity beat and regional desk.

Social Media Coordinator

Jan. 2018 - May 2019

Northern Arizona University Athletics | Flagstaff, Ariz.

Managed Facebook, Twitter and Instagram for NAU Athletics and all D1 sport programs. Audited our digital footprint, executed content calendar, created graphic templates and established department's first social media strategy. Facebook saw a 13.4% organic increase in followers and 100% organic increase in video engagement. Twitter saw a 7.5% organic increase in followers and 382% organic increase in impressions.

Sports Information Director

Jan. 2017 - May 2018

Northern Arizona University Athletics | Flagstaff, Ariz.

Drafted press releases, maintained website content, media guides and statistics and initiated social media campaigns for women's soccer, men's and women's tennis. Covered five Big Sky Conference Championship events.

Digital Media Producer Intern

June 2017 - Aug. 2017

Hawaii News Now | Honolulu, Hawaii

Authored 100+ articles, anchored and voiced digital news shortcasts and video content. Logged video and scripts for morning show, Sunrise. Managed social media content.

Digital Media Producer Intern

May 2017

Dow Jones News Fund, Inc. | Phoenix, Ariz.

One of 11 college journalists who spent eight days at the Dow Jones digital media residency program at Arizona State's Cronkite School of Journalism and Mass Communication. Participated in workshops requiring audio frequency, coding, video editing and new media skills. Composed a hand-coded [interactive research story](#) on drownings in Phoenix.

Sports Reporter and Anchor

Jan. 2016 - Dec. 2016

NAZToday | Flagstaff, Ariz.

Produced and anchored packages for sports segment. BEA award winner for Flagstaff Mayoral Debate as moderator and producer. Spearheaded collaboration efforts between Flagstaff's local news network NAZToday, *The Lumberjack* newspaper and KJACK Radio.

Director of Visuals

Aug. 2016 - Dec. 2016

The Lumberjack Newspaper | Flagstaff, Ariz.

Headed photography, multimedia, illustration, page layout and design, website and social media departments. Increased readership, online engagement and website presence.

Op-Ed Editor, Assistant Editor and Writer

Aug. 2014 - May 2016

The Lumberjack Newspaper | Flagstaff, Ariz.

Regulated weekly content, edited and designed page layout, published content for print publication and website. Responsible for weekly feminist column, *A Pen & A Dress*.



www.cheyannemumphrey.com

EDUCATION

MA in Communication Studies

Northern Arizona University, 2019

BS in Journalism

Northern Arizona University, 2016

Spanish Minor

Universidad Fidélitas, 2015
San Pedro, Costa Rica

SKILLS

Reporting

- AP Style
- FOIA Requests

Photo & Video

- Adobe Photoshop
- Adobe Lightroom
- Final Cut Pro
- Adobe Premiere Pro

Equipment

- DSLR Cameras
- iPhone

Social Media

- Management
- Content Creation
- Graphic Design

COVERED EVENTS

- COVID-19 Pandemic
- Election 2020
- Black Lives Matter Portland Protests
- California Wildfires
- MLB Spring Training 2020
- Garlic Festival Shooting 2019
- Shinnyo Lantern Floating Hawai'i 2017
- Comic Con Honolulu 2017
- NCAA FCS Playoffs 2016
- Big Sky Conference Championships (MBB, WBB, SOC, WTEN, MTEN)