

MARIYA MURROW

Digital Content and Communications

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☆ @mmurrow_TV 📅 Grand Rapids, MI

SUMMARY

Communications leader with seven years of journalism experience, most recently leading content strategy for a major-market newsroom. Skilled in writing, storytelling, shooting, editing and producing across digital platforms, with a strong understanding of what connects with audiences. Looking to bring that experience to an organization making a real impact in Grand Rapids, Michigan.

EXPERIENCE

Executive Producer, Digital News and Streaming Content / Multimedia Journalist 2021 - 06/2026

Atlanta News First Atlanta, GA

- Led content strategy and editorial direction for streaming platform ANF+.
- Directed breaking news, severe weather, and special event coverage, making real-time editorial decisions and leading teams.
- Used audience analytics to shape programming, refine content strategy and grow streaming audiences.
- Partnered with newsroom leaders, public officials, community organizations and subject matter experts to develop accurate coverage.
- Trained producers, reporters, anchors and photographers on workflows and editorial best practices.
- Researched, interviewed, wrote, edited and delivered stories that translated complex issues into clear, accessible reporting.

Digital Content Producer 2020 - 2021

KHON2 Honolulu, HI

- Produced and led daily livestream coverage for digital news platforms.
- Curated and packaged daily digital news content, prioritizing timely and relevant stories designed to increase engagement, page views, and repeat site visitation.
- Wrote community-focused stories and web copy optimized for click-through rates, SEO performance, and digital engagement.
- Sourced video and edited content strategically for web and social.

Digital Content Producer (Intern) 2020 - 2020

National Oceanic and Atmospheric Administration (NOAA) REMOTE

- Increased social media engagement 11% in the first month by developing interactive content and targeted calls to action for NOAA's Papahānaumokuākea and Hawai'i sanctuaries.
- Produced educational videos and digital graphics that translated marine conservation topics into accessible public-facing content.
- Reported and wrote web stories on conservation news and developments for NOAA's Hawai'i sanctuaries, with published work continuing to appear on NOAA's main website.

Production Assistant 2016 - 2018

Olelo Community Television Wahiawa, HI

- Wrote, filmed and edited weekly hyper-local news stories focused on community issues and events.
- Coordinated interviews and managed production logistics for live and recorded programming.
- Enhanced end-to-end production workflow from story development to final broadcast delivery.

REFERENCES AVAILABLE UPON REQUEST



SKILLS

Strategic Communications ·
Media Relations · Message Development ·
Brand Storytelling · Editorial Strategy ·
Audience Engagement · Copywriting ·
AP Style ·
Content Management Systems (CMS) ·
Social Media Strategy ·
Digital Communications · SEO ·
Google Analytics · Project Management ·
Leadership · Media Training ·
Team Training ·
Multi-Platform Content Distribution ·
Collaboration

EDUCATION

Bachelor's Degree - Media Communications | Minor: Digital Audience Analysis, Political Science

Walter Cronkite School of Journalism and Mass Communication
Arizona State University (2018-2021)

AWARDS

- 🏆 **GABBY Award, Best Online Breaking News Coverage - 2025**
Awarded by the Georgia Association of Broadcasters for excellence in digital breaking news coverage and audience-focused reporting in 2025.
- ☆ **Emmy Award Nominee, Breaking/Spot News - 2024**
Recognized for live reporting and real-time, multi-platform coverage of an active shooting in a large television market.