

# Peyton Garcia

www.peytongarciamedia.com

710 Copper Lane  
Louisville, CO 80027  
720-339-6526  
peytonmg@gmail.com

## EXPERIENCE

### DiningOut Denver/Boulder, Denver, CO Content editor

MAY 2018 - PRESENT

Oversee daily and weekly creation and production of publication's online content.

- Create and maintain editorial calendars
- Research, write, edit stories for large and minor feature publications
- Lead content creation and production of various products, events and publications
- Craft and post weekly stories for web; and proof with fellow editors as needed
- Build relationships with media and serve as a representative for DiningOut press events
- Oversee freelance writers
- Assist and lead content projects relating to DiningOut events

### The Denver Post, Denver, CO Community reporter | editor | designer

OCT. 2016 - MAY 2018

Worked with a team of reporter to cover suburbs across the Denver metro area with a hyperlocal focus.

- Used resources at hand to find stories of interest to engage a hyperlocal audience
- Pitched stories in a team environment, offering suggestions and welcoming feedback
- Conducted research, scheduled interviews and produced up to three articles under a weekly deadline
- Worked with a particular focus on "personal" voices within the community
- Managed and designed the print product of eight sections of the newspaper
- Oversaw online production of stories on WordPress and across a variety of social media platforms

## PROFESSIONAL SKILLS

### Experience with media outlets:

Journalistic research, interviewing, reporting, content/copy editing and online production

**Travel experience:** Deep understanding of cultural diversity and familiarity with foreign media practices

### Professional content writing:

Creating/managing social media campaigns, developing/maintaining online blogs and writing product/event reviews

## TECHNICAL SKILLS

**Photo/video:** Adobe Premiere, Adobe Photoshop, basic photography

**Layout design:** EidosMedia Methode, Adobe InDesign

**Platform creation:** Squarespace, WordPress

**Social media fluency:** Instagram, Facebook, Twitter, Snapchat

**Analytics:** Hootsuite, Google Analytics, Parse.ly, TweetDeck, Facebook Analytics, ChartBeat

**Other:** Extensive knowledge of AP Style

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## EXPERIENCE

### **303 Magazine, Denver, CO** *Lifestyle writer | social media assistant*

JUNE 2016 - OCT. 2016

Wrote detailed, feature-length articles with a focus on Denver's lifestyle and culture trends and assisted in managing the magazine's online presence.

- Produced stories centered around local lifestyle/culture news and trends under an assignment-based deadline
- Published a minimum of one article weekly, with additional stories on an as-pitched basis
- Generated engagement on the magazine's Pinterest, Twitter and Facebook accounts

### **International Media Studies, Europe** *Student*

MAY 2014 - JUNE 2014

Spent four weeks traveling in Europe alongside peers and under the guidance of two CSU journalism professors to study foreign media practices.

- Attended media seminars at notable businesses and universities, including BBC London and more
- Studied and witnessed foreign media practices
- Developed a deep understanding of cultural diversity
- Maintained an online blog to relay experiences while traveling

### **Rocky Mountain Collegian, Fort Collins, CO** *Senior entertainment and arts reporter*

DEC. 2012 - JAN. 2014

Produced cultural stories of interest to the university's campus and surrounding communities.

- Pitched stories in a team environment, offering suggestions and welcoming feedback
- Conducted research, scheduled interviews and wrote up to two stories under a weekly deadline
- Focused on stories that pertained to art, culture and entertainment

## LANGUAGES

**Spanish:** written, verbal, comprehensive

**English:** native

## EDUCATION

### **Colorado State University, Fort Collins, CO**

AUG. 2012 - MAY 2016

Bachelor of arts: Journalism and media communication

Bachelor of arts: Language, literature and culture

— Concentration: Spanish

## PROJECTS

### **CSU Diversity Handbook**

JAN. 2016 - MAY 2016

**Team member specializing in writing and research:** Carefully selected CSU staff members and students collaborated to create a document of best journalistic practices when reporting to include diversity in an ethical manner.

### **Conversation Partners**

JAN. 2013 - MAY 2013

**Language tutor:** Worked with foreign exchange students at CSU to assist them in practicing English as a second language and better understand the American culture.