

Mallory Colliflower

2614 Jackson Street
Hollywood, Fla. 33020
954-439-3235
mallorycolliflower@gmail.com
MalloryColliflower.com

experience

Online producer, The Miami Herald - Miami, FL

December 2008 – Present

- Maintain fresh news content on MiamiHerald.com using McClatchy CMS
- Write breaking news in AP style for MiamiHerald.com
- Write SEO headlines
- Deliver breaking news via text and e-mail alerts
- Moderate user comments
- Manage @MiamiHerald Twitter account and foster discussion among followers
- Facebook fan page administrator
- Work with a team to coordinate community social media events (Herald Tweetup)
- Produce multimedia content
- Track MiamiHerald.com site traffic

Contributing writer, WorstPizza.com

May 2009 - Present

- Write reviews of pizza restaurants in Hollywood and around South Florida

Reporting and multimedia intern, High Springs Herald - High Springs, FL

May 2007 - August 2007

- Covered community events and High Springs City Commission meetings
- Produced multimedia for HighSpringsHerald.com

Staff writer, producer, UF Newszine - Gainesville, FL

August 2007 - December 2007

- Used Textpattern CMS to edit and publish wire stories to UF Newszine
- Wrote and edited headlines
- Produced video podcasts and SoundSlides

Contributing writer, Independent Florida Alligator - Gainesville, FL

August 2005 - October 2006

education

University of Florida, College of Journalism and Communications, Gainesville, FL

Bachelors of Science in Journalism

May 2008

South Broward High School, Hollywood, FL

Salutatorian

June 2004

employment

Freelance Web design/consultant, Gainesville and Hollywood, FL

October 2006 - Present

- Built and maintained simple Web sites for local small businesses with Flash and WordPress
LynaBerryFarms.com
YoungMansion.com

Video Services Technician, UF Video & Collaboration Services, Gainesville, FL

February 2005 - Present

- Set up Polycom equipment at remote sites to conduct videoconferences
- Live-streamed university events using a Mediasite rich-media unit
- Executed full audio/video setups with multiple microphones, soundboards, speakers and mixers
- Collaborated in site redesign of the department's Web site, <http://video.ufl.edu>
- Initiated video podcasts of nightly campus tutoring show TutorTime

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activites

University of Florida Alumni Association

June 2008 - Present

Society of Professional Journalists

June 2008 - Present

Summer Semester Abroad – Florence, Italy

May 2006 – June 2006

Project MASCOT, Elementary School mentor

November 2006 – May 2007

skills

Microsoft Office, Dreamweaver, Photoshop, basic HTML & CSS, Flash, Soundslides, Audacity sound-editing software, soundboard experience, Textpattern & WordPress CMS, AP Style

references

Rick Hirsch
Senior Editor, Multimedia -- The Miami Herald
305-376-3504
rhirsch@miamiherald.com

Brian Smith
Operations Supervisor -- University of Florida Video & Collaboration Services
352-392-2533
bjsmith@ufl.edu

Ronald Dupont Jr.
Editor -- North Florida Herald
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