

Mike Higdon

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OTHER WORK

Drinkable Reno

Reno, Nev. // Feb. 2014 to July 2015
Editor & Publisher

University of Nevada, Reno

Reno, Nev. // Aug. 2013 to Present
Instructor at Reynolds School of Journalism

Freelance visual storytelling

Reno, Nev. // Jan. 2008 to Dec. 2012

The Poynter Institute

St. Petersburg, Fla. // May 2009
Poynter Fellow

The Indianapolis Star

Indianapolis, Ind. // June 2008 to Sept. 2008
Pulliam Fellow

The Courier-Journal

Louisville, Ky. // May 2007 to Aug. 2007
Design Intern

NASA

Reno, Nev. // Feb. 2009 to May 2009
Grant Assistant

The Nevada Sagebrush

UNR // Aug. 2005 to Nov. 2008
Arts & Entertainment Editor, Design Editor, Public Editor

NSBDC

UNR // July 2006 to July 2007
Designer

CAREER

Reno Gazette-Journal

Reno, Nev. // July 2015 to Present

City Life Reporter

- Tell stories about Reno's gentrification, technology, beer and urban life
- Use video, photography and other multimedia tools
- Lead Video team to determine best practices for video storytelling
- Participate in 'Operation Downtown,' appointed by Mayor
- Build millennial audience through branding and participation in the community

Swift Communications

Carson City, Nev. // June 2009 to June 2015

Digital Content Strategist

June 2015

- Lead or participate in company-wide newsroom projects or initiatives, such as audience development, social media best practice training and video.
- Develop topic and editorial content direction and story beats to help publications connect with passionate audiences and develop new revenue streams.
- Evaluate content tools, for example, storytelling techniques, hardware, software or platforms.
- Training staff on best practices for operating these tools and collaborating with others in Swift on new and improved ways to reach audiences.
- Work with web developers to implement tools.

Editorial System Administrator

Jan. 2013 to June 2015

- Lead editorial development of content management system for all six publishing companies, spanning six states, including 250 newsroom employees.
- Standardized the design of 22 daily and non-daily newspapers in a company-wide redesign.
- Develop innovative work flows for different newsrooms and provide system training.
- Provide training and documentation.
- Consult and lead editorial redesigns and workflow changes.

Designer

June. 2009 to Dec. 2012

- Developed centralized news design team.
- Helped develop centralized newsroom concept in Sierra Nevada Media Group on the Swift "Innovation Team."
- Converted design templates, libraries and style from Quark Xpress to Adobe InDesign before becoming Editorial System Administrator.

EDUCATION

University of Nevada, Reno

Jan. 2005 to May 2009
Bachelor of General Studies in Public Journalism with minors in Journalism and Political Science

SKILLS & AWARDS

Skills

- Video, Photo, Design
- Adobe, Macintosh, Windows, iMovie, Final Cut, WordPress
- Social Media
- Event planning
- Project management

Awards

- Two-year winner of Swift Innovation Award (team)
- Multiple Nevada Press Association advertising and editorial design awards
- Multiple student publication design awards from 2006-2008