

mike higdon

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drinkablereno.com

CAREER

Swift Communications

Carson City, Nev.
June 2009 to Present

Digital Content Strategist

June 2015 to present

- 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.

News Designer

June. 2010 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.

Ad Designer

June 2009 to June 2010

PART TIME

University of Nevada, Reno

Reno, Nev.
Aug. 2013 to Present

Instructor

Teach video journalism and media graphics classes at the Reynolds School

INTERNSHIPS

The Poynter Institute

St. Petersburg, Fla.
May 2009

Poynter Fellow

Learned multimedia production methods in two-week, intensive training course.

Drinkable Reno

Reno, Nev.
Feb. 2014 to Present

Editor & Publisher

Created a news site covering beer and spirits in Northern Nevada. Produce and manage all multimedia and social content.

Indianapolis Star

Indianapolis, Ind.
June 2008 to Sept. 2008

Pulliam Fellow

Designed weekly magazine, metro, A1 and graphics. Beta tested and brainstormed social-networked news.

Freelance visual storytelling

Reno, Nev.
Jan. 2008
to Dec. 2012

Worked for University of Nevada, Reno, Las Vegas Sun, Tahoe Quarterly Magazine, Reno Tahoe-Tonight and other individuals or publications photographing and designing for print and web.

The Courier-Journal

Louisville, Ky.
May 2007 to Aug. 2007

Design Intern

Rotated between news, sports and features design. Worked closely with editors to make a daily, three-edition deadline.

COLLEGE

National Aeronautics and Space Administration

Feb. 2009
to May 2009

Grant Assistant

The Nevada Sagebrush

Aug. 2005
to Nov. 2008

Arts & Entertainment Editor,
Design Editor, Public Editor

Nevada Small Business Development Center

July 2006
to July 2007

Graphic Designer

EDUCATION, SKILLS, AWARDS

University of Nevada, Reno

Jan. 2005 to May 2009

Bachelor of General Studies in Public Journalism with minors in Journalism and Political Science

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

Skills

- Storytelling: Video, Photo, Design
- Software: Adobe, Mac, Win, iMovie, Final Cut, WordPress
- Social Media
- Event planning
- Project management
- Outgoing
- Creative