

Mike Higdon

Reno, Nev.
702-927-3084
mikehigdon@icloud.com
mikehigdon.com

WHO I AM

- I love **cities**.
- I love engaging **audiences**.
- I believe in community **partnerships**.
- I **question the status quo**.
- I believe in **disruptive innovation**.
- I'm a **photographer**.
- I'm a **videographer**.
- I'm a **brand**.
- I'm a **writer**.
- I'm a **social media monster**.
- I'm a **tech guru**.
- I'm a **small event planner**.
- I'm a **journalist**.
- I'm a people **connector**.
- I'm a **teacher**.
- I'm a **reader**.
- I'm always **learning**.
- I'm a big-picture **strategizer**.
- I care about **details**.
- I believe in **ideas**.
- I believe in Reno.**

CAREER

Reno Gazette Journal

Reno, Nev. // July 2015 Present

City Life Reporter

- My beat focuses on the intersection of cultural change, redevelopment, gentrification in Reno, younger communities, pop-culture, craft beer and spirits, hipsters and trends.
- I am the community's leading voice on these topics.
- I focus entirely on acquiring new audiences in the 25 to 45-year-old age group, researching and trying new delivery methods, topics and platforms as one of the top branded reporters at the RGJ.
- I am the first "city life" reporter in the USA Today Network, a collection of 109 publications.
- I reach at least 60,000 people per month with my stories, photos, videos and interactive content.
- I connect with the community through storytelling and engagement (social media, on camera, forums, community leadership, etc.).
- I am a photographer, videographer, writer, social media marketer and small event manager.
- I've published photos, videos and stories in newspapers and magazines, including USA Today and Reno Magazine.
- When national comedians or other naysayers attack Reno, I defend the city's gritty culture with humorous hot takes.
- I develop and grow my personal brand, the brands of colleagues and the RGJ's brand on social media and in real life. My social media accounts (Facebook, Instagram, Twitter, LinkedIn) have a combined 8,500 first-connection people.
- I coach and mentor new journalists.
- I am part of a leadership team that hosts and produces the Reno Storytellers Project, a quarterly oral storytelling event with 100 attendees per sold out show.
- I covered Burning Man in 2018, generating more than 400,000 page views for the RGJ in 30 days with stories, photo galleries, videos and 360-degree photos.
- I am an FAA certified drone pilot and will be trained at Virginia Tech and certified by the USA Today Network by the end of 2019.

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

Skills

- Shooting and editing video
- Shooting and editing photos
- Publication and advertising graphic design
- Adobe Creative Cloud
- Macintosh, Windows
- Social Media management
- Project management
- FAA Part 107 Drone Certified
- Will be drone pilot trained at Virginia Tech by Nov. 3, 2018

Mike Higdon

Reno, Nev.
702-927-3084
mikehigdon@me.com
on.rgj.com/MikeHigdon

OTHER WORK

Drinkable Reno

Reno, Nev. // Feb. 2014 to July 2015

Editor & Publisher

Created a niche website publication focused on beer and spirits business news in Northern Nevada. Produced website, stories, photos, videos, planned small promotional events and marketed on social media with no budget.

University of Nevada, Reno

Reno, Nev. // Aug. 2013 to May 2017

Instructor at Reynolds School of Journalism

For eight semesters, I taught video journalism, graphic design and visual storytelling classes ranging from 100 to 400 level with freshman through seniors.

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

Northern Nevada Small Business Development Center

UNR // July 2006 to July 2007

Designer

CAREER CONTINUED

Swift Communications

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

Digital Content Strategist

June 2015

- Lead and participated in company-wide newsroom projects or initiatives, such as audience development, social media best practice training and video training.
- Developed topic and editorial content direction and story beats to help publications connect with passionate audiences and develop new revenue streams.
- Evaluated content tools, for example, storytelling techniques, hardware, software or platforms.
- Trained staff on best practices for operating these tools and collaborating with others in Swift on new and improved ways to reach audiences.
- Worked 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.
- Developed innovative work flows for different newsrooms and provide system training.
- Provided training and documentation.
- Consulted 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.

AWARDS

Awards

- 2016 Influencer of the Year awarded by Reno-Tahoe American Marketers Association
- Multiple awards for news stories, photos and design from the Nevada Press Association from 2009-2018
- 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