

Mike McKibbin

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WRITER, EDITOR

PROFESSIONAL SUMMARY

Exceptional communication skills, well versed in strategic communications, online research and social marketing. Strong technical profile with the ability to maintain, augment and improve any organization's online presence. Consistently recognized as a prolific writer with a flair for identifying and researching interesting and meaningful stories. Deadline-driven and detail-oriented with the ability to work well in teams or independently. Known for adaptability, resourcefulness and innovative problem-solving skills.

AREAS OF EXPERTISE

- **Technical Profile:** Proficient with Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher), Adobe Creative Suite (Photoshop, InDesign, InCopy), WordPress Content Management System, Social Media (Facebook, Twitter), Dreamweaver, Quark Express, PCs and Macs.
- **Content Writing:** An engaging and creative storyteller with a dedication to accuracy and journalistic integrity. Exceptional editing, proof-reading and fact-checking skills. Story and subject specialties include feature and human interest, environment/natural resources, breaking news, business, education, politics and government. Extensive familiarity with Associated Press style.
- **Community Relations:** Gifted communicator with proven ability to interact and form lasting relationships with—and gain trust of—colleagues and customers at all levels. Strong interpersonal skills, building community awareness, growing paid print circulation and online readership.
- **Staff Hiring and Management/Operational Profile:** Proficient in hiring, training, supervision, mentoring, budget monitoring. Exceptional planning, organization, and prioritization/multi-tasking skills to ensure smooth and efficient operations.

HONORS AND AWARDS

- Colorado Press Association first place awards for Business News Story, "Pot store owners;" Education Story, "Superintendent Earns Degree;" Series, "Events Center;" Environmental Story, "Fire;" Serious Column Writing, "Boycott" (2013).
- Associated Press second place award for Environmental Story, detailing the Roan Plateau Bureau of Land Management plan for natural gas development (2004-05).
- Nine-day fellowship through the Institute for Journalism and Natural Resources, focused on various energy sources and environmental effects (2006).
- Fellowship to the Council for Advancement & Support of Education Conference (2010).

CAREER EXPERIENCE

Freelance/Contract Writer and Editor — Denver, CO

August 2014—Present

- Create and produce online and print content such as feature news stories, briefs and photos.
- Research, write and edit feature news releases for Colorado Mountain College's Public Information Office on new programs and degrees, student and graduate features, faculty/staff stories.
- Created website content for CMC's Marketing Department in celebration of the school's 50th anniversary; interviewed lifelong students and long-term board members, staff and instructors.

The Colorado Statesman — Denver, CO

August 2016—June 2017

Reporter

- Researched, photographed and wrote stories on the political climate, policy decisions and events at national, state and Denver levels, including Denver City Council and district attorney.

CAREER EXPERIENCE CONTINUED

The Colorado Statesman — Denver, CO

August 2016—June 2017

Reporter

- Followed up on news releases and legislation from Colorado Congressional delegation related to their actions and national political issues.
- Produced in-depth features on Congressional issues, increased activism, political divisions, City Council and committee meetings, among others.

The Citizen Telegram — Rifle, CO April 2012—August 2014 & February 2008—April 2009

Editor

- Initiated, wrote and edited story and photo assignments on local news and events, City Council meetings and human-interest features.
- Consistently attracted new subscribers and maintained a strong reader base with focused stories and content to align with community values and interests.
- Developed content management system procedures to consistently surpass deadlines to allow management to add new commercial press printing jobs and increase revenue.
- Planned and executed annual holiday season promotional event to drive community engagement and increase local business revenue.

Colorado Mountain College — Glenwood Springs, CO

June 2009—April 2012

Public Information Editor

- Promoted 11 campuses through researching and writing feature stories, news briefs, opinion columns and calendar events.
- Produced photographs to pair with features, formatted photos and stories for website.
- Collaborated with campus leaders to plan and develop public relations campaigns that promoted educational programs and achievements.
- Recognized for role in arranging news coverage at a 2010 bill signing ceremony with Gov. Bill Ritter that signified CMC as the first Colorado community college to offer bachelor's degrees.

The Daily Sentinel — Grand Junction, CO

November 2000—February 2008

Bureau Reporter

- Traveled across Northwest Colorado to investigate and report on breaking news, weather- and wildfire-related events, land management issues, natural gas development.
- Local news focused on environment/natural resources, business, politics, local government, court and crime coverage, community and human-interest feature stories.

EDUCATION

University of Northern Colorado — Greeley, CO

Bachelor of Arts, Journalism; minor in broadcasting