

# Mike McKibbin

Lakewood, CO  
720-507-3576 | Skype: mike.mckibbin7  
[mikemckibbin@outlook.com](mailto:mikemckibbin@outlook.com)

[@MikeMcKibbin7](https://twitter.com/MikeMcKibbin7)  
[mckibbinsscribbins.com](http://mckibbinsscribbins.com)  
[linkedin.com/in/mikemckibbin](https://www.linkedin.com/in/mikemckibbin)  
[facebook.com/mike.mckibbin1](https://www.facebook.com/mike.mckibbin1)

## JOURNALIST, WRITER, EDITOR

### PROFESSIONAL SUMMARY

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Consistently recognized as a prolific content writer and editor with a flair for identifying, researching and producing interesting and meaningful content and stories. Exceptionally strong copy-editing skills, effective headline writing, an allergy to typos, grammatical mistakes, stylistic and factual inconsistencies. Deadline-driven and detail-oriented. Produce quality content remotely, independently and in teams. Robust technical profile with the ability to maintain, augment and improve online presence. Exceptional organization, communication, online research and social media skills. Known for adaptability, resourcefulness and innovative problem-solving.

### AREAS OF EXPERTISE

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- **Content Writing & Editing:** Engaging and creative storyteller with a dedication to accuracy and journalistic integrity. Exceptional editing, proof-reading and fact-checking skills. Content specialties include environment/natural resources, breaking news, business, education, politics/government, features and human interest stories. Extensive familiarity with Associated Press style.
- **Technical Profile:** Proficient in Content Writing, Adobe Creative Suite (Photoshop, InDesign, InCopy), WordPress Content Management System, Microsoft Office (Word, Excel, Outlook, Publisher, PowerPoint), Social Media (Facebook, Twitter), Dreamweaver, Quark Express, PCs and Macs.
- **People Skills:** Gifted communicator with proven ability to form lasting relationships with — and gain the trust of — customers, story subjects and colleagues. Strong interpersonal and community-building skills.
- **Operational Profile:** Exceptional planning, organization and prioritization/multi-tasking skills to ensure smooth and efficient processes.

### HONORS AND AWARDS

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- Colorado Press Association first-place awards for Business News Story, Education Story, Series, Environmental Story, Serious Column Writing (2013).
- Associated Press second-place award for Environmental Story (2004-05).
- Nine-day energy and environment fellowship, Institute for Journalism and Natural Resources (2006).
- Fellowship, Council for Advancement & Support of Education conference (2010).

### CAREER EXPERIENCE

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#### McKibbin's Scribblin's — Lakewood, CO

August 2014—Present

- Produce freelance/contract online and print content such as feature stories, news briefs and photos.
- Researched, wrote and edited PR releases for Colorado Mountain College's Public Information Office on new programs and degrees, student and graduate, faculty/staff feature stories.
- Created website content for CMC's Marketing Department as part of the school's 50<sup>th</sup> anniversary.

**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.
- 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 acknowledged 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**

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**University of Northern Colorado — Greeley, CO**

Bachelor of Arts, Journalism; minor in broadcasting