

# Porcshe N. Moran

## Writer, Editor & Communications Professional

### EXPERIENCE

#### **Freelance Writer & Editor/Sole Proprietor, 2008-Present**

##### **PNM Media, California, MO**

- Facilitate production of Missouri Life (*monthly lifestyle magazine with 130,000 readers per issue*) as a senior editor, which entails assigning and editing articles, developing content, and managing freelance writers and interns
- Boost the Kansas City Area Development Council's TeamKC talent recruitment initiative by writing articles for KC Options (*annual lifestyle and career guide that serves as a talent recruitment tool for the top 250 employers in the Kansas City region*)
- Contribute research, articles, and blog posts about travel, cuisine, luxury interior design, entertainment, weddings and more for regional lifestyle media brands, such as Midwest Living, Feast, Rural Missouri, Inside Columbia, and Showcase Publishing
- Advance executives and entrepreneurs in displaying their expertise, growing their brands, connecting with customers, and meeting business goals by writing articles for regional and international trade publications, such as American Healthcare Leader (AHL), Profile, and Inside Columbia's CEO
- Educated consumers on storing and enjoying wine by authoring posts for the International Wine Accessories blog (2014-2015)
- Oversaw all aspects of content production, including cultivating story ideas, writing, photography, editing and proofreading, for two monthly Best Version Media neighborhood magazines (2013-2015)
- Promoted Missouri's billion-dollar wine industry by composing blog posts and press releases for the Missouri Wine & Grape Board (2013-2014)
- Wrote personal finance articles for Investopedia.com that were republished by national media outlets, including Forbes.com, USAToday.com, Yahoo.com and NBCNews.com (2010-2013)

#### **Niche Publications Writer/Editor, 2010-2012**

##### **Central Missouri Newspapers, Inc., Jefferson City, MO**

- Produced travel, culinary, and lifestyle content for daily newspaper and monthly niche publications
- Launched and co-edited, HER, a regional women's interest magazine with readership of 20,000 per issue
- Planned annual editorial calendars and organized content for each issue of HER
- Established and managed Facebook, Twitter and YouTube communities for HER
- Collaborated with web designers to develop online presence
- Created web video and audio content to supplement print stories
- Represented the company at trade shows and speaking engagements

#### **Public Information Officer/Grant Writer, 2009-2010**

##### **Boone County Government, Columbia, MO**

- Coordinated internal and external communications for a county of more than 160,000 people
- Wrote and edited marketing materials for 14 different county departments
- Spearheaded the county's first online press room and first weekly e-newsletter
- Advised government officials statewide on the use of social media to connect with citizens and reporters
- Secured more than \$275,000 in local and federal grant funding for county projects

### EDUCATION

Bachelor of Journalism, University of Missouri, Columbia, MO

### PROFESSIONAL TRAINING

"Sound Reporting for Experienced Journalists," KCUR (*Kansas City's flagship NPR member station*), Kansas City, MO, Nov. 2017

- Two-day intensive workshop on audio storytelling for radio and podcasts

### ORGANIZATIONS

Board Member, Columbia Chapter of the Missouri Writers' Guild, Columbia, MO, 2017-Present

Public Relations Chair, Jefferson City Rotaract Club, Jefferson City, MO, 2014-2016