

# Montana MacLachlan

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*Multimedia & Communications Professional • Resourceful, Intuitive, Curious*

Creative multi-platform journalist and communications professional with spark, charisma and a passion for inspiring and informing people through storytelling. Dynamic innovator at heart who thrives in fast-paced and high-pressure environments. Fierce, feisty (in a good way!) force with a deep understanding of the digital news and media landscape and fervent desire to use innovative storytelling to reach media and tech consumers.

## SKILLS & INTERESTS

Verbal and written communication	Detail-oriented	Calm under pressure	Strategic and tactful thinking	Dynamic team-player	Collaboration	Analytical skills	Content creation and storytelling
Adobe Creative Suite	Social media and digital strategy	Grit & Passion	Video editing	Presenting	Synthesize complex information	Speech writing	Organization

## EXPERIENCE

**Senior Marketing Coordinator;** Microsoft (Denny Mountain Media)  
*Redmond, WA*

09/2017 – 07/2019

Oversee lead loyalty marketing strategies to drive engagement and build brand recognition for Microsoft's \$280 million high-profile online loyalty program.

- Lead focused communications, manage content calendar, and secure content approvals surrounding product launches, major announcements and events, and experiences working alongside product, engineering, design, legal, procurement, marketing teams
- Collect, synthesize, and leverage data and KPI metrics in Microsoft Excel to measure impact of campaigns and determine improvements
- Research, integrate, and execute strategic communications and analytics plans shared with third-party, external, and internal teams and stakeholders that support business priorities on Microsoft Rewards marketing channels (online, email, mobile, console) for several promotional sweepstakes bundles at once
  - Resulted in 284 percent average overall revenue increase YoY '18 – '19
  - Yielded 62 percent decrease in average program operational costs YoY

**Multimedia Journalist Reporter, Anchor, Producer;** NBC Montana (Bonten Media Group)  
*Missoula, MT*

01/2016 – 08/2017

Exercise strong news judgement, become subject-matter expert, and build key relationships with network of contacts and media outlets to prepare research, schedule interviews, pitch story ideas for daily news broadcast. Condense complex information in to informative, engaging news stories under tight and constantly changing deadlines. Watch my [news reel here](#).

- Collaborate with executive producers, reporters, and news team to create, write, anchor, and occasionally ad-lib cross-platform original content for up to seven newscasts weekly in a deadline-driven newsroom
- Established NBC Montana 'Facebook Live' video streams alongside social team to become first news station in the state of Montana to utilize Facebook Live as a medium of communication during Bernie Sanders 2016 Presidential rally
- Conduct on-camera interviews with professionals, lawmakers and community members using HD news camera and video editing software to produce 120 second stories daily while maintaining the utmost journalistic integrity and acting as a community spokesperson
- Align to editorial goals and execute key social strategies to validate NBC Montana original content as the highest quality in the market
- Manage up to 10 employees and train new hires on interviewing, systems, writing, ethics, and software

**Chief Content Strategist;** @The\_Snews Instagram  
*Remote*

02/2019 – Present

The Snews is an online multimedia news brand that dissects complex news topics into long and short-form content using feminine humor, wit, and transparency all on Instagram, TikTok, Facebook, and YouTube.

- Research, write, and produce compelling stories, breaking news segments, and social media graphics about news topics related to public policy, community, crime, tech, travel, health, politics
- Identify, build, and maintain partnerships with journalists and influencers to promote brands, deepen engagement, advise on content strategy, and effectively target proper audiences

**Assignment Desk and Digital Content Manager;** KEYT News Channel 3 (News Press & Gazette, Co.)  
*Santa Barbara, CA*

06/2014 – 01/2016

- Produce print and web-based material for KEYT digital and social platforms up to 20 times daily
- Translate press releases, breaking news and broadcast scripts to print following A.P. writing style guidelines and publish to KEYT website while managing multiple, competing priorities simultaneously
- Build online and on-air graphics including maps, bullet graphics and still images using Adobe Photoshop

**EDUCATION** *Film and Media Studies; Professional Multimedia Writing, 2015; University of California, Santa Barbara*