

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

Interpersonal communication and skills	Detail-oriented	Calm under pressure	Strategic and tactful thinking	Dynamic team-player	Collaboration	Reliable	Content creation & storytelling
Adobe Creative Suite (Premier, Photoshop, etc.)	Associated Press writing style & ENPS	Microsoft 365 SharePoint	Video editing and production	Presenting	Synthesize complex information	Social media strategy	Organization

EXPERIENCE

Event Marketing and Content Program Manager; Microsoft (Cadence3)

Kirkland, WA

01/2020 – Present

Consult, produce, and project manage speaking session content for Microsoft executive briefing session speakers at Tier 1, 2, and 3-level events.

- Developed and manage full-capability livestreaming and recording studio in Cadence 3 offices to support pivot to digital events
- Conceptualize red thread, compelling Surface stories to amplify during digital and in-person events and speaking sessions
- Manage Cadence3 strategic social media channels daily on Instagram, Facebook, LinkedIn, and Twitter to foster engagement and growth

Senior Marketing Coordinator; Microsoft (Denny Mountain Media)

Redmond, WA

09/2017 – 07/2019

Oversee marketing strategies to drive engagement and build buzz for Microsoft's \$280 million loyalty program, Microsoft (formerly Bing) Rewards.

- Lead focused communications, manage content calendar, and secure approvals surrounding product launches, major announcements and special 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 stakeholders for several promotional sweepstakes bundles at once
 - Resulted in 284 percent avg. overall revenue increase YoY '18 – '19; 62 percent decrease in avg. 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 and pitch story ideas for daily news broadcast. Watch my news reel here.

- Condense complex information in to informative, engaging news stories under tight and constantly changing deadlines
- Collaborate with executive producers, reporters, and news team to create, write using AP style, 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 to become first news station in the state 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 to produce 120 second stories daily
- Manage up to 10 employees and train new hires on interviewing, systems, writing, ethics, and software

Founder and Chief Content Creator; @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. The Instagram account organically garnered ~1,500 followers in one-year.

- Dive deep, 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 and maintain partnerships with influencers to cross-promote brands, engage audiences, and advise on content strategy

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; University of California, Santa Barbara, 2015, 3.5 GPA*