

MYAH LAKE

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Website, Portfolio, Profiles

- <https://myahlake.com/>

Professional Summary

Seasoned Journalist possessing outstanding source cultivation and maintenance skills. Researched and pursued potential leads to identify breaking news stories before delivery to live audiences. Confident and resourceful person with high creativity levels.

Skills

- Breaking News Coverage
- Copy Proofreading
- News Anchoring
- Publication Content Planning
- Production Management
- News Reporting
- Blog Writing
- Social Media Digital Marketing
- Story Editing
- Time Management

Work History

Sports Reporter, 10/2021 to Current

East West Football Network – New York, NY

- Delivered authoritative sports coverage with careful attention to game facts, stats and predictions.
- Reported on NFL athletic events and programs to provide interesting sports stories.
- Reported statistics and scores for various sports to audience of East West Football Network.
- Planned layout of sports section by formatting stories, graphics and headlines.

Staff Writer, 03/2021 to Current

The Monitor, Manhattan College Student Newspaper – New York, NY

- Created informational copy and blog posts for company in The Monitor.
- Interviewed guests on specific topics.
- Wrote and submitted accurate, engaging and fact-checked stories.

Marketing Intern, 01/2022 to 05/2022

Knotty Beauty NYC – New York, NY

- Support marketing campaign planning and execution.
- Write copy for social media posts, promotional emails, and other marketing collateral.
- Assist in the creation of written, video, and image content for marketing channels.
- Participate in marketing brainstorming sessions.

Magazine Writer and Editor, 12/2019 to 05/2022

WHYYOU Initiative – Minneapolis, MN

- Determined readiness of written pieces, made changes and approved final versions for publication.
- Prepared, rewrote and edited pieces to improve readability and impact.
- Interviewed sources and developed relationships with informants to obtain vital information for stories.
- Devised attention-grabbing headlines and summaries for articles.

Marketing and Communications Intern, 09/2021 to 12/2021

Stevens Square Community Organization – Minneapolis, MN

- Developed strong professional relationships by interacting and communicating effectively with wide variety of colleagues and external contacts.
- Developed campaigns to increase public awareness of company and engage customers.
- Prepared social media posts and videos with eye for viral content strategies.

Education

Bachelor of Arts: Broadcast Journalism, Expected in 05/2024

Marymount Manhattan College - New York, NY