

# Heather L. Brady

1411 Monroe St. NW, Washington, DC 20010 | heatherbrady88@gmail.com | www.heatherlynnbrady.com/resume

---

## Professional Experience

### National Geographic

Washington, D.C.

#### **Culture & Exploration Writer**

March 2018 – October 2018

- Helped develop a content calendar from the ground up for the newly created Culture & Exploration desk; pitched the desk's newsletter concept; pitched and wrote short- and longform stories; wrote quick-turnaround news stories based on news events that fell within our desk's content area; headed the data analytics for our team, using Adobe Analytics/Omniture and Google Analytics to monitor performance of all stories, flag top and bottom performers, and pitch new stories accordingly; wrote assigned stories, created photo galleries, produced story text for videos while working closely with video producers; top edited stories for desk; traveled to, interviewed, and regularly interfaced with Nat Geo Explorers for stories about their work and breakthroughs

#### **Web Producer**

August 2015 – March 2018

- Curated homepage content for [nationalgeographic.com](http://nationalgeographic.com) and doubled homepage metrics; wrote and built stories for News and produced pages for other daily content sections; advised NGM editors and designers and helped build digital versions of magazine stories; trained editors and writers in content management systems; produced content for Apple News distribution platform; created digital strategy for and produced one-off projects; coordinated sponsored and special content for production and promotion
- Developed content for and project managed digital edition of *National Geographic* magazine's "Gender Revolution" issue, finalist for 2017 Pulitzer Prize in Explanatory Reporting.

#### **Digital Editorial Specialist**

August 2014 – August 2015

- Provided editorial quality assurance for digital versions of the monthly magazine, content across the [nationalgeographic.com](http://nationalgeographic.com) website, proprietary apps, digital newsletters and Snapchat content; fact-checked, copy edited and provided quality assurance for Nat Geo Travel's social media posts, Intelligent Travel blog posts and daily photography feature; organized a meeting series for the digital editorial team to collaborate and train with stakeholders across the organization

### Chevy Chase Presbyterian Church, Communications Coordinator

Washington, D.C., August 2013 – August 2014

- Redesigned and rebuilt [chevychasepc.org](http://chevychasepc.org), the church website, to be mobile-friendly, with a responsive design and an open-source WordPress content management system
- Managed all internal and external communications, including weekly and monthly newsletters, information on the website, social media accounts, digital and print marketing, and advised on communications best practices
- Designed digital and print logos and materials

### WTOP Radio, Freelance Arts Writer

Washington, D.C., July 2013 – June 2014

- Reported, wrote and edited performing arts and features stories for online publication
- Collaborated with Living page editor to plan and execute story ideas, including text and multimedia elements

### Slate Magazine, Interactives Intern

Washington, D.C., January 2013 – May 2013

- Built and managed data for interactive news stories
- Pitched story ideas to the Interactives desk editor and helped create them from the ground up
- Learned to code in HTML, CSS and JavaScript and learned to use GIS mapping data and shapefiles
- Wrote stories for other sections of the website

### WTOP Radio, Digital News Editor/Writer

Washington, D.C., March 2012 – July 2013

- Developed, managed and executed all online coverage on weekends
- Reported, wrote and edited hourly news stories and breaking news for online publication
- Collaborated with on-air reporters to produce online versions of their stories
- Created and posted multimedia content in stories – audio, video, photos and photo galleries
- Managed website content and layout
- Used content management systems, social media and breaking news alerts to find, post and promote stories

### National Geographic, Travel Books Intern

Washington, D.C., January 2012 – February 2012

- Wrote, researched and edited text for travel books
- Hung shows for drafts of upcoming books and magazines
- Attended meetings where employees presented ideas and projects for the future of the magazine, its social media presence, its media technology developments and its website

**National Public Radio, Digital Media Intern**

*Washington, D.C., September 2011 – December 2011*

- Worked as a web producer for NPR news programs, writing web text and creating build-outs in CMS
- Worked as a web producer for NPR Books, compiling a “New In Paperback” series, posting book reviews and contacting book publishers for excerpts, images and other materials
- Assisted the Digital Media Arts desk; compiled weekly futures reports for pieces in online Arts & Life section
- Sat in on show broadcasts and interviews with hosts and their guests
- Reported and blogged using multimedia platforms for Intern Edition, a show produced by interns

**The Free Lance-Star, Intern Reporter**

*Fredericksburg, Va., Jan. 2010 – May 2010 & Jan. 2011 – May 2011*

- Wrote articles for several sections, including News, Business, Region, Spotsylvania Extras, Healthy Living and Weekender; wrote news articles covering local reactions to the Arab Spring protests in Egypt and the Middle East; covered community policing efforts to change alcohol and panhandling issues in Fredericksburg
- Pitched story ideas to section and managing editors; Published the first column by any intern at the paper

**The UMW Bullet, Managing, News, Viewpoints Editor**

*Fredericksburg, Va., January 2008 – May 2011*

- As Managing Editor for the University of Mary Washington weekly newspaper, edited the layout and articles for each section; worked with staff writers; oversaw day-to-day operations; reported stories, took photos as needed
- As News Editor, assigned stories; supervised 10 staff writers; edited articles from staff writers; designed and implemented news section print layouts; chose stories for and designed the front page; posted online articles; wrote breaking news articles, features stories, editorials and entertainment reviews; drove news coverage that led to the university president's forced resignation
- As Viewpoints Editor, selected and edited columnists, letters to the editor and editorials; guided staff members through writing the weekly staff editorial; facilitated discussions during editorial board meetings; designed and implemented print and online section layout

**University of Mary Washington, Department of News and Information**

**Public Relations Intern**

*Fredericksburg, Va., January 2011 – May 2011*

- Pitched, researched and wrote press releases and news articles about events and people at UMW
- Worked closely with the director of news and public information; learned about pitching stories to the media and running a PR office, including updating events calendar, filing news releases and working with social media.

## Education

**Georgetown University, Washington, D.C.**

*December 2013*

- **Master of Professional Studies in Journalism**, concentrating in digital, data and multimedia skills

**University of Mary Washington, Fredericksburg, Va.**

*May 2011*

- **Bachelor of Arts in English: Journalism, Creative Writing**; Concentration in French (proficient speaking level)
- Summa cum laude, Phi Beta Kappa

## Leadership Experience

**Capital Blues, Board Member**

*Washington, D.C., May 2014 – October 2018*

- Organizes weekly blues dances at Glen Echo Park Partnership for Arts and Culture, including management of volunteers, instructors, DJs, bands and promotional announcements
- Organizes two annual national blues dance weekend events in the D.C. area, hiring and coordinating instructors, out-of-town attendees, competitions, venues, merchandise and promotions

**Camp Hanover, Camp Counselor, Support Staff, Volunteer**

*Hanover County, Va., Summers, May 2009 – June 2014*

- Worked with a co-counselor for one- and two-week periods to guide small groups of 10 to 12 campers through daily outdoor activities, larger trips outside of the camp premises and small- and large-scale service projects
- Supported camp counselors, staff, and directors as needed in their programs

## Skills

- AP Style, Nat Geo Style, FOIA requests
- *Digital Publishing*: HTML, CSS, open-source WordPress, custom content management systems, Apple News
- *Social Media*: Facebook, Twitter, LinkedIn, Tumblr, Pinterest, Instagram, Snapchat
- *Audio/Video Recording/Editing*: Final Cut Pro, Adobe Audition, MTE, Dalet, Audacity, Marantz, iPhone
- *Layout and Graphic Design*: Adobe Photoshop, Adobe InDesign