

# Rori Gallagher

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## SUMMARY

Marketing communications professional with a journalism background passionate about creating engaging marketing content.

## EDUCATION

**Boston University, College of Communication** Expected December 2012  
*M.S. in Mass Communication with a concentration in Applied Communication Research*

**Syracuse University, S.I. Newhouse School of Public Communications** May 2004  
*B.A. in Broadcast Journalism and Spanish, Minor: Political Science*

## EXPERIENCE

**Mass Relevance, Austin, TX** June 2012 – Present  
*Marketing Intern*

Project managed thought leadership research. The research project resulted in insights about how consumers prefer to engage with brands through social media. Created case studies highlighting social media success stories. Contributed blog posts and newsletter articles providing best practices for social media use for brands. Assisted with management of social media accounts and content strategy.

**NPR's On Point with Tom Ashbrook, Boston, MA** September 2010 – August 2011  
*Freelance Producer*

Produced fast-paced national talk radio program. Worked with a team of producers to pitch show ideas, research topics, and book guests. Engaged audience by posting Facebook and Twitter questions relating to show topics. Curated social comments and questions to be read by host live on air. Live tweeted during news programs.

**Freelance Reporter, San Francisco, CA** October 2008 – September 2010  
Reported feature-length radio stories for national, statewide, and local outlets including NPR, KQED Public Radio, and KALW Public Radio. Areas of focus included education, technology, the environment, and health. Also reported one-minute breaking news spots for NPR when appropriate. Filled in as a producer and reporter at KQED Public Radio. Samples available at RadioRori.com

**KQED Public Radio, San Francisco, CA** October 2005 – October 2008  
*AM News Producer and The California Report Producer/Director*

Produced and directed daily eight-minute statewide news show. Wrote on deadline for daily morning newscasts. Filed feature stories and contributed to daily story assignment process. Conducted and digitally edited interviews. Produced a six-part education series.

**KLIV Radio, San José, CA** November 2004 – October 2005  
*News Anchor and Reporter*

Anchored fifteen-minute local newscasts twice per hour. Focused on breaking news, tech news and all issues affecting Silicon Valley. Produced and reported during other anchors' newscasts.

## SKILLS

News Writing • Google Analytics • WordPress • SPSS • Quantitative and Qualitative Research