

# MADDIE CAPRON

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## WORK EXPERIENCE

### National Real-Time Editor, McClatchy Media

October 2023 - November 2025

- Managed and supported a team of 15 trending news reporters, including two direct-reports, to drive high-performing, timely content
- Edited multiple stories a day on a diverse range of topics for style and accuracy
- Wrote compelling, SEO-optimized headlines that increased visibility and engagement
- Leveraged audience analytics to identify trends and make coverage decisions
- Conducted candidate interviews and contributed to hiring decisions
- Graduated from McClatchy's News Leadership Academy, an extensive training program on newsroom innovation, management and leadership
- Built and maintained a custom AI tool to increase efficiency of monthly analytics reports

### National Real-Time Reporter, McClatchy Media

January 2020-October 2023

- Covered a wide range of topics from service journalism explainers on COVID-19 and national news live blogs to wildlife sightings and national parks features
- Leveraged analytics data to inform story selection
- Published between three and six stories daily that brought millions of readers to McClatchy's websites in 30 different markets
- Crafted engaging and SEO-driven headlines, share text and metadata for stories

### Social Discovery Intern, CNN

September 2019-December 2019

- Pitched and wrote trending, digital-first stories and features for CNN.com's global audience
- Produced and edited CNN's daily Snapchat Discover story
- Sourced and verified user-generated videos and content on social media
- Supported national breaking news coverage with reporting, researching and coordination

### News Intern, Idaho Statesman

June 2019-September 2019

- Published multiple community-focused stories a day covering business and local affairs in Boise and the surrounding area
- Pitched, reported and published an award-winning enterprise project on children's mental health resources in Idaho
- Coordinated across teams to create complete story packages including video, photos and social media rollout

### Politico Journalism Institute

May 2019

- Participated in an extensive 10-day training program on political reporting and editing
  - Sourced, reported and published a final story for POLITICO.com
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## EDUCATION

### Ohio University

- Bachelor of Science in Journalism, News and Information
  - Honors Bachelor of Arts in Political Science
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## KEY SKILLS

- Writing, reporting and storytelling
- SEO and digital-optimization
- AI tools (ChatGPT, Gemini, Elvex)
- Analytics tools (Marfeel, Parse.ly, Chartbeat)
- Management and development
- Adaptability in fast-paced environments