

Michael Swearingen

Writer. Editor.
Professional Creative.

Summary

I am a creative looking for content marketing, direct marketing, and creative writing work. Over the years, I have gained diverse experience in newspaper and radio journalism, podcasting, content marketing, and message design. In addition, I've gained considerable knowledge in the areas of graphics design, photography, and brand identity. Curiosity drives me to always learn more in new areas and to further my expertise in the areas I've already found great joy.

With a robust career of strong leadership and creative problem solving to back me, I am excited for new opportunities to bring innovation and determined creativity to a new client in need of clear vision.

Education

Bachelor of Arts, SJU (expected 2019)

Experience

106 Group | 2017-2019

- Communications Associate | 2017 - 2019
- Media Associate | 2016 - 2017

I produced engaging case studies, blog articles, and films about archaeology, exhibit design, interpretive storytelling, community engagement, and historic preservation. I also managed and executed an array of marketing needs from conference, ad, and membership planning to website quality assurance and social media writing. I was able to greatly increase impressions and engagement across all platforms as well as strengthen brand identity and marketing strategy.

Johnnie Bennie Media | 2016 - 2017

- Digital Storyteller | 2016 - 2017
- Productions Manager | 2016 - 2017

I wrote, produced, and published the podcast "Inspired Listening", a show dedicated to telling captivating stories about the makers of Saint Ben's and Saint John's. This podcast was utilized by the alumnae associations of both Saint John's University and The College of Saint Benedict as a part of outreach efforts. I also managed and wrote for several video and radio productions for Johnnie Bennie Media Network and Johnnie Bennie Campus News.

The Record | 2014 - 2017

- Staff Writer and Photographer | 2016 - 2017
- Managing Editor | 2015 - 2016
- News Editor | 2014 - 2015

Managed, planned, and edited the student newspaper from start to publish. I created graphics, managed content budgets, edited pages and stories, reported, handled campus relations, and delivered papers. During my time at The Record, one of the oldest student newspapers in the country (est. 1888), the paper received 3 regional and statewide awards.



@MPSwriting



/in/michaelswearingen



michaelswearingen.com

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College of Saint Benedict | 2016

- Digital Storytelling Intern | 2016

Founded, wrote, produced, and published the podcast "Inspired Listening", a show dedicated to telling captivating stories about the makers of Saint Ben's and Saint John's. The podcast was used as a method for alumni outreach and served to inform future marketing efforts at each university.

City A.M. | 2016

- Staff Writer | 2016

Reported on and analyzed British economy, business, tech, and culture. In addition, I wrote restaurant reviews, covered American soccer, and provided research support for staff.

Men's Development Institute | 2014 - 2015

- Programming Coordinator | 2015
- Student Director | 2014 - 2015
- Public Relations Coordinator | 2014

Planned all events and messaging for Men's Development Institute, a campus group dedicated to exploring the social intricacies and structures at play between men and women on a daily basis. In addition, I greatly expanded the organization's influence and presence on campus through proactive campaign design and robust event programming.

Minnesota Public Radio | 2015

-Gary Eichten Fellow | 2015

Wrote, produced, and photographed stories for an award-winning radio broadcast series. I also collected b-roll, assisted on-air production, supported general news reporting, edited and trained under Editor-at-Large Gary Eichten.

Awards

- Best in the Midwest | Associated Collegiate Press (2014, 2015, 2016)
- General Excellence | Minnesota Newspaper Association (2015)