

Mary K. Best

11663 Parkwood Drive
Alden, NY 14004

@Mary_Bestest • www.BuffalotoBroadway.com

T: 716.866.0053
E: bestmk10@bonaventure.edu

Objective

Motivated storyteller hoping to pursue a career in creative communication in the Buffalo, NY area. 3+ years experience writing and editing, 4 years experience in digital and social media management.

Related Experience

Reporter November 2014 - Present

[Bee Group Newspapers](#) • Buffalo, NY

Wrote news and feature stories for all nine coverage areas on a weekly basis • Beat reported on multiple school boards, including the controversial removal of the "Redskins" mascot from the Lancaster Central School District • Wrote long form lifestyle feature on human interest topics, including NFL Hall of Fame member and former Buffalo Bill Jim Kelly • Handled all Wedding, Engagement and Anniversary announcements

Social Media Intern

March 2014 - April 2015

[Schmackary's](#) • Manhattan, NY

Planned social media strategy and monthly post calendar • Tracked Facebook, Twitter and Google Analytics • Brainstormed new outreach plans for store expansion • Tracked online contests to name new cookies • Became familiar with new brand

Social Media Manager

May 2014 - October 2014

<50% • Manhattan, NY

Planned campaigns to raise awareness of new show • Addressed successes and problems with first campaign and designed an updated strategy for Fringe Encores! performances • Created content schedule to maximize production exposure • Worked with the show's producers, marketing manager and playwright to determine a social media voice and strategy • Maintained Facebook page and responded to posts.

Marketing Intern

January 2014 - May 2014

[Signature Theatre Company](#) • Manhattan, NY

Researched and implemented new social media strategies • Composed daily emails for show patrons • Helped plan production and seasonal marketing strategies • Researched and identified new audiences • Maintained press and photo archives

Student Center Correspondent

October 2012 - December 2013

BroadwayWorld.com • New York, NY

Wrote features and reviews about SBU Theater and other college theater events for the website • Blogged about American College Theater Festival experience • Accepted story assignments and published stories within deadline • Interviewed theater professionals for features and Q&A's exclusive to the website.

Advisory/Opinion Editor

January 2011 - December 2013

[The Bona Venture](#) • St. Bonaventure, NY

Edited stories on a weekly basis using Associated Press style • Previously worked as Editor-in-Chief • Laid out pages using Adobe InDesign software • Closely covered theater department as a beat • Wrote over 60 reviews, editorials, and features stories •

Managed a staff of 15+ editors and ran bi-weekly staff meetings • Coordinated all financial and business aspects of the newspaper.

Digital Media Intern

May 2011 - October 2012

Darien Lake Theme Park Resort • Darien Center, NY

Created content to grow Darien Lake's social media presence • Addressed social media audience during crisis • Wrote content to supplement new website and mobile application • Produced promotional videos and online content • Painted over 200 locations in-park and recorded GPS locations for in-app park map • Assisted in planning and executing events • Assisted with promotional events including in-park concerts and radio station remotes • Wrote and designed weekly Accommodations newsletter including a calendar and park news • Addressed customer concerns and complaints.

Disc Jockey/News Department Staffer

September 2010- January 2012

WSBU-FM, 88.3 The Buzz • St. Bonaventure, NY

Cohosted late night radio shows during the Fall 2010 (Media Mayhem with Mark and Mary) and Spring 2011 (Musical Education) semesters under indie/alternative rock format • Wrote news briefs and read them on-air weekly during live newscasts.

Freelance NeXt Correspondent

July 2008 - December 2010

The Buffalo News • Buffalo, NY

Published theater, movie and music reviews and features stories • Conducted interviews with national and local celebrities • Developed original story ideas relevant to section format.

Support Specialist

July 2013 - October 2014

JCPenney • Williamsville, NY and Olean, NY

Marked down merchandise weekly according to company sheets • Executed merchandise signing based on specific promotions and sales • Arranged visual displays according to company model • Interacted with customers in with a cheerful demeanor to help them find exactly what they need • Maintained neat and organized fitting rooms and sales floor

Sandwich Artist

August 2009 - August 2010

Subway • Alden, NY

Provided excellent and cheerful customer service in a fast-paced environment • Prepared food in a neat and timely fashion.

Education

St. Bonaventure University, St. Bonaventure, NY

December 2013

Bachelor of Arts in Journalism and Mass Communication, English minor
GPA: 3.5/4.0 • Honors: Sigma Tau Delta member, Dean's List (all semesters), Friars Scholarship recipient, Russell J. Jandoli Alumni Scholarship recipient, Jim Bishop Scholarship recipient, Robert A. Dubill Endowed Scholarship recipient

Select Activities: SBU Theater, Bonacoustics, Peer Coach (Spring 2011 to 2013), Co-founder of People Against Trafficking of Humans, Ill-Literate founding member (2011-2012), Peer Tutor (2011-2012), Member of "Bonnies Visit Their High Schools" program, Concert Choir (Fall 2010 to present), "The Walls" cast member, "Dracula" cast member

Related Coursework:

JMC-101- Into to Mass Media
JMC-102 - Language Skills for Writers
JMC-201 - Writing and Reporting I
JMC-202 - Writing and Reporting II
JMC-245 - Video Production
JMC-300 - Media Law
JMC-310 - Feature Writing
JMC-401I - Special Topics: In the Gallery
JMC-401O - Special Topics: Copywriting (for advertising)
MKT-301 - Principles of Marketing
ENG-270 - Creative Writing Narrative
THTR-335 - Voice and Diction for Actors

Skills

AP Style, Intermediate Spanish, Proficient in Microsoft Office programs, Basic Tessitura, Adobe Photoshop and InDesign, Google Analytics, Hootsuite, Twitter Analytics, Sprout Social, Klout, Garageband, Avid Media Composer, iWork, Twitter, Facebook, Wordpress, Tumblr, Instagram, Pinterest, Windows NT/Me/XP/ Vista and Mac OS X