

MIKAELLA “MIKA” TRAVIS

mikaellatravis@gmail.com
(704) 609-1193
mikatravis.com

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC May 2024
BA of Media and Journalism, BA of English with Creative Writing Concentration, Japanese Minor; GPA: 3.84
Graduating with Highest Honors in Media and Journalism

PROFESSIONAL EXPERIENCE

The Daily Tar Heel – Chapel Hill, NC September 2020–Present
Senior Audience Engagement Staffer, TikTok Lead; Past: Arts & Culture Writer, Videographer

- Write stories for print and online editions that reached more than 90% of the campus community with 10,000 copies distributed each Wednesday
- Produce TikTok and short-form video content to revitalize our presence on the platform
- Develop our publication’s first content strategy and style guide for short-form videos on TikTok
- Lead workshops for staffers on social media content production guidelines and strategies

Detroit Free Press – Detroit, MI June 2023–August 2023
Dow Jones News Fund Digital Media Intern

- Wrote deadline-driven articles on topics such as [international politics](#), [environmental issues](#) and [climate change](#), which received high traffic on our webpage and made the front page in print
- Covered & tracked primary election results with [spreadsheet programming to update in real time](#)
- Refined web content by crafting headlines, utilizing SEO and editing AP Style errors
- Produced visual and audio content for Instagram, Twitter, TikTok and the daily Voice Briefing

Duke Graduate School – Durham, NC June 2022–May 2023
Communications Intern

- Wrote [articles](#) and [features](#) for the Graduate School website, which have been featured on Duke’s regular newsletters, social media accounts and the U.S. Energy Department’s website
- Photographed events, classes, students, etc. for our internal photo database and for articles, [features](#) & [projects](#)
- Developed the [Annual Report](#) webpage using Carrd to showcase the year’s accomplishments
- Created graphics for [social media](#) promotion and [articles](#), and produced [web pages](#) and [videos](#)

UNC Writing Center – Chapel Hill, NC August 2021–May 2022
Writing Coach

- Counseled 200+ students working on a variety of writing projects, ranging from scientific to creative, while applying writing strategies on grammar, structure and planning
- Guided non-native English language learners in improving their English writing and fluency

AWARDS & ACHIEVEMENTS

- 2023-24 Hearst Award in Explanatory Reporting – 4th in nation
- Renwick Academic Achievement Award and Dean’s List for all academic years
- Phi Beta Kappa Honor Society

ADDITIONAL INFORMATION

- Programs: Adobe Photoshop; Adobe Premiere Pro; Adobe Lightroom Classic; Adobe Audition; Adobe Lightroom; AP Style; Datawrapper, Flourish, WordPress; Wix; Carrd; Canva; Microsoft Office; Parse.ly; Google Trends
- Languages: English (Native Speaker); Spanish (Heritage Speaker); Japanese (Intermediate)