



Carly D. Brockinton

Writer. Editor. Designer. Mentor. Leader.



editing, design & marketing

Prince George's County Planning Department
6/17-present

editor of global nonprofit

US-China Business Council
Senior editor,
11/15-5/17

guru for hire

freelance writer, editor & designer,
1/15-present

agent of change

The Advocate
Night news editor,
1/14-4/15

writing coach

Review-Journal
Assistant city editor,
9/12-12/13

leader

Review-Journal
Leadership class,
3/12-11/12

visual journalist

Review-Journal
Designer, 7/05-9/12

accuracy & design

West Hawaii Today
editor & designer,
5/04-7/05

jack of all trades

Richmond County Daily Journal
editor & designer,
4/03-5/04

www.carlybrockinton.com

carlybrockinton@gmail.com

704-796-5655

WHAT I DO

» Redesign and relaunch international nonprofit's flagship magazine with new logos and a monthly digital issue.

» Create and design infographics to explain complex government programs and trade issues and edit into sharables for social media.

» Edit and design book-length reports for county governments and ensure the text is accessible to general public.

» Write and edit stories about technical legal situations and shift gears to write profiles about people with intriguing stories.

» Redesign weekly community newspapers, and win an international design award

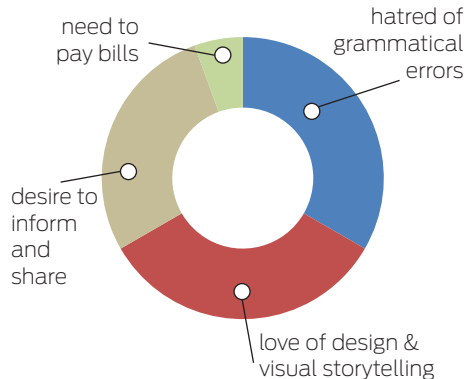
» Write, create, and design a department style guide for government agency.

» Create, write, edit and design 60-page new-hire guide encompassing everything from first-day essentials to department profiles to interviews with executives.

» Identify the need for, craft, write, and execute communications plan for government agency to include new social media and blog.

» Lead a team of reporters, interns and freelancers who: uncovered a major HOA scheme that led to federal charges against more than 40 people; provided an exclusive look at two sovereign citizens accused of plotting to capture and kill police officers and judges; uncovered a mayoral candidate's prior felony conviction; and provided complete coverage of a 28,000-acre wildfire on Mount Charleston.

WHY I DO IT



» My instinct to investigate, research and dig until I understand complex issues pairs well with my innate ability to explain complicated concepts in layman's terms. In short, I love to tell — with words, statistics, pictures, charts — people's stories.

I STUDIED IT



Major: Journalism

Minors: Political science & social sciences

Winthrop University
Bachelor of Arts

» Merit scholarship
» Dean's list
» Pi Sigma Alpha (political science honor society)

HOW I DO IT

- INDESIGN • PHOTOSHOP • ILLUSTRATOR • INCOPY • SEO • CONTENT MANAGEMENT SYSTEMS • MAILCHIMP • CONTACT CONTACT • HOOTSUITE • SOCIAL MEDIA • GOOGLE ANALYTICS • WINDOWS • OSX • GOOGLE DRIVE • DROPBOX • WORDPRESS • CIVICPLUS • DTI • NEWS EDIT • NEWSENGINE • HARRIS • MICROSOFT OFFICE

I DID IT

- ★ 1st place Best Front Page Design, Nevada Press Association
- ★ 1st place Best Overall Design, Nevada Press Association
- ★ 2nd place Best Page Designer, Louisiana Press Association
- ★ 2nd place Best Page Designer, Nevada Press Association
- ★ 1st place Best Special Section, North Carolina Press Association
- ★ 2nd place Front Page Design, South Carolina Press Association
- ★ Best news story, The (Rock Hill, S.C.) Herald
- ★ 2 on-the-spot awards from Department of Defense