

# Corlyn Voorhees

Creative, multi-faceted, detail-oriented, and motivated communications professional with experience across a wide variety of industries and subjects. Adept at devising integrated marketing/communication approaches, creating compelling brand narratives, supporting business objectives, and maximizing ROI. Expert at developing content for print, online, photo, video and social media, managing projects/programs from inception to completion, and identifying growth opportunities.

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## Areas of Expertise

- Communication
- Writing
- Copywriting & Content Creation
- Search Engine Optimization (SEO)
- Communication Strategy Development
- Social Media
- Multimedia Development
- DSLR Photography & Video Production
- Research
- Strategic Marketing Planning
- Market Research & Analysis
- Public Relations
- Website Content Management
- Brand Management
- Campaign Development & Execution
- Stakeholder Engagement
- Proofreading & Editing

## Professional Experience

### Communications Specialist | EBI Consulting (Burlington, MA)

2020-2023

Oversaw external communications initiatives and managed multimedia production, including photography and video for marketing purposes to support EBI's expansive suite of services in environmental, due diligence, architecture, engineering, acquisition, telecom and ESG. Engaged in website content development, editing and posting by utilizing WordPress, including HTML edits. Performed multiple copywriting tasks, assisted with event coordination, edited and proofread internal and external digital and print communications materials, and monitored social media activities.

- Designed and executed comprehensive Public Relations strategy by creating internal subject matter expert list, establishing media contacts and publications, and obtaining client permissions for marketing efforts.
- Generated and distributed press releases, arranged media interviews and opportunities, crafted social media posts for EBI and representatives, and submitted award nominations.
- Oversaw contract management/payments, organized on-site logistics/filming, and produced promotional materials for pre- and post-airing on Bloomberg TV by coordinating inaugural TV appearance on World's Greatest! Show.
- Created new permissions process for promoting EBI employee donations through annual EBI Cares program, including building public-facing website slideshow, creating internal video slideshow, and authoring press release pitched externally to local news publications.
- Led campaign to raise awareness about avian nest surveys for telecom towers by collaborating with internal experts to develop engaging content, build a new service webpage, optimize search engine rankings, and effectively communicate company's services to target audiences.

### Reporter | The Enterprise of Brockton (Brockton, MA)

2018-2020

Established strong professional relationships with local officials and community members to conduct regular interviews and stay informed about community issues. Covered public meetings to gather information for news stories.

- Reported on local news stories across multiple communities in Southeastern Mass while adhering to daily deadlines, including quick turnarounds when responding to breaking news events.
- Managed online content development, including website posting and edits, and social media content development.
- Received two awards from New England Newspaper and Press Association: one for environmental reporting (individual) and another for crimes and court reporting (staff) to recognize stories about legal uncertainty surrounding an abandoned playground in Bridgewater and a family tragedy in Whitman.

### Contributing Writer — Worcester Magazine (Worcester, MA)

2014-2018

Presented story ideas and wrote articles with weekly deadlines. Conducted interviews with local officials and individuals relevant to stories. Compiled listings of summer activities, such as concerts and farmers markets. Authored several long-form cover stories exceeding 2,000 words.

- Completed internship from April to August 2014 and continued as freelancer; involved range of topics including business, art & culture, and general news.
- Received New England Newspaper and Press Association award (individual) in education reporting for cover story about public schools in Worcester County.

## Additional Experience

### **Politics/Education Intern** – The Oregonian (Portland, OR)

- Investigated and reported on state and local politics and education by delivering timely coverage of important events such as elections and sharing live results.
- Wrote article focusing on savings plan for individuals with disabilities and gained significant recognition by being reposted by The Associated Press and featured in newspapers nationwide.
- Assisted with website content posting and editing, as well as posting on social media channels.

### **Editorial Intern** | MuckRock (Cambridge, MA)

- Acted as liaison between government entities and users of MuckRock to ensure fulfillment of public records requests and resolve any issues or errors. Compiled weekly round-ups of stories to keep public informed.

### **Investigative Reporter (Co-op)** | Bangor Daily News (Bangor, ME)

- Joined BDN Maine Focus team as social journalist to drive change through impactful reporting.
- Pitched, researched, and authored stories centering around topics related to individuals with disabilities and established strong relationships with community stakeholders.
- Produced article influence passing of new law in Maine to abolish subminimum wage for people with disabilities, while serving as source for similar legislation in Minnesota.
- Enhanced readership through developing corresponding social media and newsletter content to showcase stories.

### **Editorial Assistant (Co-op)** | Boston Globe Magazine, Travel and Address (Boston, MA)

- Contributed to Boston Globe Magazine by suggesting and curating content for First Person and Examiner sections, while assembling comprehensive food and entertainment listings.
- Assumed responsibility for fact-checking freelancer stories, writing home and lifestyle features for Address, and managing social media profiles to share content.

### **Editorial Assistant (Co-op)** | TechTarget (Newton, MA)

- Developed engaging content, including articles, quizzes, video recaps, and podcasts, for multiple online sites within TechTarget network.
- Oversaw operation of corresponding social media profiles, conducted SEO research and edits, interviewed expert contributors, and curated weekly newsletters (including HTML edits).
- Performed pivotal role in searchHealthIT media site team by organizing and analyzing large dataset of 900K+ rows pertaining to healthcare facilities for in-depth story.

## Education

### **Bachelor of Arts in Journalism**

Minors in Communication Studies and Photography

Northeastern University (Boston, MA)