



TAYLOR MIRFENDERESKI

MULTIMEDIA JOURNALIST

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ACHIEVEMENTS

- Peabody Award, 2019
- IRE Award Finalist, 2019
- Two National Edward R. Murrow Awards, 2018, 2019
- Two Emmys (Investigative & Government), 2019
- Three Regional Edward R. Murrow Awards, 2019
- Livingston Award Finalist (National Reporting) 2018
- Katherine Schneider Medal, 2nd Place, 2018
- Kiplinger Fellowship For Digital Media, 2018
- Nine Emmy Nominations, 2017, 2018, 2019
- NPPA News Video Workshop Graduate, 2016
- National Mark of Excellence Award, 2013
- Two terms on SPJ National Board of Directors

SKILLS & SOFTWARE

- Shooting video (DSLR)
- Editing video
- Still photography
- Writing (AP Style and broadcast style)
- Requesting federal and state public records
- Analyzing data
- Creating content with third-party digital tools
- Experience reporting in a conflict zone
- Digitally producing stories in CMS
- Adobe Premiere, Final Cut Pro
- Adobe Photoshop, Adobe Lightroom
- Microsoft Excel, Microsoft Power BI
- ENPS, iNews

EDUCATION

- Ohio University
- Bachelor of Science in Journalism
- Honors Tutorial College
- E.W. Scripps School of Journalism
- Named 'Top Graduating Senior' in 2012

EXPERIENCE

REPORTER, INVESTIGATIONS & SPECIAL PROJECTS

KING 5 News (Seattle, WA) | 2016 - Present

- Produces in-depth, award-winning investigations and enterprise multimedia projects for KING5.com and KING-TV
- Shoots and edits video, takes still photos, and writes unique versions of stories for digital and broadcast audiences
- Writes longform digital stories, including narrative-style pieces
- Builds trust with sources and persuades them to talk
- Requests state and federal public records with persistence.
- Analyzes data using excel and data visualization tools
- Digitally produces all stories, photo essays and videos in the CMS, including editing media, hyperlinking and embed coding
- Experiments with creative forms of storytelling, often combining text, audio, video, photos and graphics
- Collaborates with other reporters in the KING 5 Investigative unit
- Appears live on air to discuss investigations and special reports
- Named a Peabody Award winner for a 2018 investigation into special education failures in Washington state
- Named a 2018 Livingston Award finalist in the national reporting category for a multimedia narrative about a sex trafficking survivor
- Earned KING two National Edward R. Murrow awards for "continuing coverage" (2019) and "best website" (2018)

DIGITAL REPORTER

WCPO-TV (Cincinnati, Ohio) | 2013-2016

- One of ten reporters tapped to launch and report for WCPO Insider, the country's first subscription service for a TV station website
- Tasked with producing in-depth enterprise digital stories and special projects for WCPO.com, in addition to occasional TV pieces
- Covered public safety & justice beat
- Embedded with U.S. military troops in Afghanistan in 2014 to cover the local impact of the war; Produced a 13-minute online news documentary, several TV packages, a TV special and an a multimedia digital story; Traveled, reported and produced all stories alone
- Part of a two-year Edward R. Murrow-winning team for 'Best Website'

DIGITAL CONTENT MANAGER

WOUB Public Media (Athens, Ohio) | 2012 - 2013

- Oversaw daily news content on woub.org
- Managed digital and radio reporters
- Covered breaking news and in-depth features
- Managed social media accounts
- Developed strategies to increase web traffic

REPORTER, 'GLASS HALF EMPTY' DOCUMENTARY

WOUB Public Media | 2012 - 2014

- Followed six Pennsylvania families for more than a year as they sought clean drinking water in the midst of a national debate on hydraulic fracturing and its impact on drinking water
- The 60-minute documentary aired on WOUB in February 2014.
- Shot, wrote and edited the documentary as a one-man-band

REPORTER/ANCHOR

WOUB Public Media (Athens, Ohio) | 2011 - 2012

- Shot, wrote and edited daily news packages and VOSOTs
- Anchored "Newswatch," a 30-minute, live regional newscast
- Produced unique web stories to accompany TV pieces.