

# CARA M. HUTT

334-787-0838

[cara.hutt@gmail.com](mailto:cara.hutt@gmail.com), [writing samples](#)

## EXPERIENCE

### **Cox Media Group, Atlanta**

**Managing Editor of Video and Social Content, National Content Desk** – *March 2016 to present*

- Lead three teams of producers to create digital videos for use on CMG's dozens of news websites, social accounts and streaming apps across the country.
- Launched CMG's first national digital video team, which generated more than 80 million onsite views last year.
- Launched an OTT (streaming video) production team and a millennial-focused news product for social, OTT and newsletters.
- Manage budgets and projects ranging from creative to tech.
- Develop coverage and communications plans around holidays and major news events.
- Serve as thought leader for digital, social and streaming video content creation and execution strategy.

**National Content Editor, Social, National Content Desk** – *January 2015 to March 2016*

- Served as subject matter expert and thought leader for handling social content and publishing across CMG properties.
- Worked with properties to help them create the most engaging headlines and posts on their social accounts.
- Used analytics and social mining tools to identify content to further drive social and digital engagement across CMG.
- Managed social accounts for CMG's National Content Desk.
- Wrote viral and trending content for CMG-wide distribution and mined social media for new angles and developments during breaking news.

### **CNN/TruTV, Atlanta**

**Social Media Producer, CNN's Headline News** – *May 2014 to January 2015*

- Advised social media managers and other editorial decision makers on the topics to drive social media traffic and build followers.
- Wrote stories focused on user-generated content (UGC) and social media reactions around major news events.
- Helped lead launch of the network's first social media news gathering team.
- Trained HLN teams on social media news gathering and UGC legal permissions.

**Multi-Platform Producer, CNN's Headline News** – *September 2013 to May 2014*

- Managed and encouraged integration of content between digital and TV platforms.
- Wrote, produced and edited integrated content for air and web.
- Planned, executed and led logistics around HLN's coverage of major events, conventions and anniversaries.
- Managed and maintained network editorial calendar.

**Associate Producer, Planning Unit, CNN's Headline News** – *January 2012 to September 2013*

- Managed and planned advance coverage for HLN's various shows.

- Wrote and produced with show teams for segments, shoots and long-term production.
- Conducted extensive research for day-to-day news coverage and long-term projects.
- Oversaw guests, research and logistics around shoots, interviews and segments.

**Associate Producer, TruTV/CNN's Headline News** – *May 2011 to January 2012*

- Covered FL v. Casey Anthony for the weekend edition of CNN.com.
- Served as field AP during the Michael Jackson death trial for HLN shows and TruTV's "In Session."
- Edited, researched, wrote and produced extensive taped trial coverage.
- Worked in the control room during high-paced, live trial coverage, producing quick-turn pieces and managing call segments.

**Production Assistant and Video Journalist, CNN/CNN's Headline News/TruTV** – *August 2010 to May 2011*

- Cut relevant video for upcoming features and supported editors and producers with package production.
- Booked guests, wrote for show blog and produced promotional packages.
- Worked as floor director for live shows on CNN networks, managed on-air guests and served as a liaison between directors and on-air talent.

## OTHER RELEVANT EXPERIENCE

**Public Relations Account Executive and Copywriter, Burdette Ketchum** – *Jacksonville, Florida, August 2009 to August 2010*

- Served as primary client contact for business-to-business public relations accounts.
- Pitched national and state media daily to secure client coverage.
- Wrote articles, media releases, newsletters, award nominations, informational materials, client proposals and briefing documents.
- Drafted copy for web, direct mail, social media sites and promotional materials.

**Corporate Communications Specialist, Zurich Insurance Service** – *Jacksonville, Florida, May to November 2007*

- Managed multiple internal and external corporate publications and websites.
- Coordinated employee meetings and campaigns.
- Worked with marketing team to plan, create and execute communication and promotional plans for Zurich's insurance products.

**Writer, Office of Presidential Correspondence, The White House** – *Washington, D.C., November 2005 to December 2006*

- Researched and drafted language for presidential citations, messages, policy letters, personal correspondence and proclamations.
- Drafted letters hand-signed by the President thanking White House meeting and event attendees.
- Worked with President's personal aide, various White House departments and Federal agencies to gather policy and budget data and gain Presidential approval for language.

## EDUCATION

- University of Florida, M.A.M.C., Journalism and Communications, spring 2009
- Auburn University, B.A., Journalism, English minor, spring 2005