

CARA MICHELLE SMITH

JOURNALIST AND WRITER IN BROOKLYN, NEW YORK

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PERSONAL STATEMENT

I'm a highly capable journalist with nearly 10 years' experience in newsrooms. I'm also a seasoned satire writer with 60+ pieces published in top comedy publications. I thrive in both collaborative and individual environments, and am equally comfortable dissecting complex subjects and writing bright, conversational product and experience reviews. I'm personable, conscientious and community-minded.

COMEDY WRITING

Regularly contributes short humor pieces and satirical headlines to the following publications:

The New Yorker Nov. 2019 - present
Contributor, Daily Shouts

The Onion Jan. 2020 - present
Headline Contributor

McSweeney's July 2017 - present
Contributor

*Additionally, I've contributed to **Vulture**, **FLOOD Magazine**, **The Rumpus**, **Reductress** and other publications.*

SKILLS & PROFICIENCIES

AP Style	SEO optimizations
Adobe Creative Suite	Interviewing
Wordpress	Data analysis
Google Analytics	Broadcast news writing
Botify	Public speaking
Looker	Panel moderation
Semrush	Podcast scripts
Amplitude	Newsletters

EDUCATION

The University of Houston 2011-2015
Bachelor of Arts, Journalism and Psychology
Summa Cum Laude

AWARDS & DISTINCTIONS

JOURNALISM

National Association of Real Estate Editors

2022 Annual Journalism Awards

-Silver, Best Economic Analysis Story

-Honorable Mention, Best Online Commercial Real Estate Story

COMEDY WRITING

The New Yorker

-Featured in "The Most Popular Shouts of 2021"

Austin Film Festival

-Quarterfinalist, Best Comedy Pilot, 2021 Script Competition

JOURNALISM EXPERIENCE

Lead Writer

Nov. 2021 - present

NerdWallet | Brooklyn, NY

- Writes articles, reviews, data analyses and easy-to-read informational pages meant to demystify personal finance concepts and products
- Responsible for all SEO maintenance throughout a story's lifecycle, from initial keyword research to SERP analyses and routine optimizations
- In October 2022, was selected to join NerdWallet's small, five-person news team tasked with growing the publication's traditional media presence by writing breaking news stories and reported journalism
- Subject-matter focus on personal banking, reproductive health care and inflation
- Regularly participates in NerdWomen and NerdOut, NerdWallet's women-focused and LGBTQ+ employee resource groups

National Reporter

April 2019 - Nov. 2021

CoStar News | Chicago

- Hired as Breaking News Reporter; promoted to National Apartments Reporter, CoStar News' most-read position, in Jan. 2021
- Wrote seven original stories per week on housing, apartments and economic development. Regularly produced large, enterprise-scale stories on deeper issues with visual graphics and multimedia

Reporter

May 2015 - Jan. 2019

Houston Business Journal | Houston

- Covered Houston's retail, restaurant, office and industrial ecosystems as the commercial real estate reporter for the city's largest business publication.
- Regularly earned the most monthly page views among all HBJ reporters
- Filed ten stories weekly, all with original reporting.
- Wrote monthly cover on a range of subjects: commercial design trends, Amazon's massive distribution footprint, the city's response to Hurricane Harvey
- Moderated several panels on industry trends at popular, newspaper-sponsored events throughout the city

Digital News Producer

May 2014 - Oct. 2014

KHOU-TV | Houston

- Wrote and edited copy for social media, SEO and online news coverage for Houston's local CBS affiliate.
- Hired as a contractor while a staff member was on medical leave

*Additionally, I've had syndicated reporting in **Yahoo! Finance**, **MarketWatch**, **NASDAQ.com** and **The St. Louis Post-Dispatch**. I've also contributed freelance reporting to **InnovationMap**, **Houstonia Magazine** and the **Austin Business Journal**.*