



# TAYLOR MIRFENDERESKI

## INVESTIGATIVE DIGITAL JOURNALIST

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## ACHIEVEMENTS

- Two Peabody Awards | [2019](#), [2021](#)
- Scripps Howard Award | [2021](#)
- NPPA Best of Photojournalism Contest, 1st Place | [2021](#)
- Two National Edward R. Murrow Awards | [2018](#), [2019](#)
- Two-time Livingston Award Finalist | [2018](#), [2020](#)
- Online Journalism Awards Finalist | [2021](#)
- IRE Award Finalist | [2019](#)
- Seven Emmy Awards, NATAS NW | 2019, 2020, 2021
- Six Regional Edward R. Murrow Awards | 2019, 2020, 2021
- NPPA Best of Photojournalism Contest, 2nd Place | [2020](#)
- Katherine Schneider Medal, 2nd Place | [2018](#)
- National SPJ Mark of Excellence Award, 1st Place | [2013](#)

## PROFESSIONAL AFFILIATIONS

- SPJ National Board of Directors | 2019-2020; 2010-2012
- Board Member, SPJ Western WA Chapter | 2018-Present
- Speaker, IRE & NICAR Conferences | 2019
- Graduate, Kiplinger Fellowship For Digital Media | 2018
- Graduate, NPPA News Video Workshop | 2016

## SKILLS & SOFTWARE

- Writing (AP Style and broadcast style)
- Shooting video (DSLR)
- Editing video
- Still photography
- Requesting federal and state public records
- Analyzing data
- Screendoor (Form-building software)
- 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

## EDUCATION

- Ohio University | Honors Tutorial College
- Bachelor of Science in 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
- Writes longform digital stories, including narrative-style pieces
- Shoots and edits video, takes still photos, and writes unique versions of stories for digital and broadcast audiences
- 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
- Manages investigative tips using a variety of tools, including encrypted messaging platforms and form-building software.
- Appears live on air to discuss investigations and special reports
- Launched and executed the [Peabody Award-winning series](#) "Facing Race," which uncovered and explained racial injustices in the region
- Named a Peabody Award winner for a [2018 investigation](#) into special education failures in Washington state
- Listed among America's best young journalists as a Livingston Award finalist twice in last three years for stories produced at KING

### DIGITAL REPORTER

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

- One of 10 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 [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

### 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

### 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.