

# MICHELLE TAKARA FAIRBAIRN

Denver, CO • 720-291-4182 • earthviewcolorado@gmail.com

## Summary

Digital-first media and communications professional with experience translating complex social and cultural research into clear, audience-centered journalism across nonprofit, academic, and public-facing environments. Offers grounded, real-world experience in multimedia storytelling, editorial collaboration, and equity-centered content strategy, and demonstrates a teaching mindset, cross-functional leadership, and a strong commitment to public service journalism.

## Core Competencies

- Digital storytelling & audience engagement
- Editorial collaboration & newsroom support
- Qualitative research & audience analysis
- Narrative development & story framing
- Equity-centered communication strategy
- Cross-functional project leadership
- Research synthesis & public reporting

## Media & Technical Skills

- Adobe Creative Suite (photo, video, audio editing)
- WordPress / WIX / SEO optimization
- Photography & video production for digital platforms
- Multimedia editing & post-production
- Web publishing & content management systems
- Social and digital publishing tools

## Professional Experience

### **Multimedia Production Fellow** | Gary Community Ventures | Denver, CO | *July 2023 – January 2024*

- Produced and edited digital-first multimedia journalism supporting flagship social mobility initiatives, strengthening public understanding of complex policy and community programs
- Conducted qualitative audience research and narrative development to inform mission-aligned digital communication strategies
- Collaborated with cross-functional editorial, research, and program teams to translate systemic issues into accessible public-facing content
- Supported digital storytelling workflows contributing to documented audience reach, engagement, and sustainability
- Assisted in training and supporting colleagues on research-informed storytelling and multimedia production practices

### **Graduate Teaching Assistant / Researcher** | Colorado State University – Department of Journalism & Media Communications | *August 2021 – June 2023*

- Conducted qualitative research on media representation, audience interpretation, and digital storytelling practices

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- Supported instruction in journalism and multimedia courses, mentoring students in reporting, editing, and ethical storytelling
- Assisted with newsroom-style classroom production workflows and digital publishing projects
- Collaborated with faculty on curriculum and research connecting media theory to public communication impact
- Produced research-informed written and multimedia journalism for academic and public audiences

## **Community Health Care Manager** | North Colorado Health Alliance | *February 2019 – May 2021*

- Coordinated frontline public information and service navigation during the COVID-19 pandemic
- Managed complex documentation, reporting, and inter-agency communication systems
- Collaborated with regional partners to support equitable access to healthcare and social services
- Participated in public forums and coalitions addressing community needs and policy response
- Developed strong judgment, organization, and communication skills in high-pressure environments

## **Education**

M.S. Journalism & Media Communications | Colorado State University | 2023

Advisor: *Dr. Tori Arthur PhD*

*Thesis: Research-based qualitative analysis examining how intersectional representations of gender, race, and class shaped media narratives, access, and representation within the digital community of American rock climbing*

B.A. Multimedia Journalism & Social Documentary | Metropolitan State University of Denver | 2014

## **Additional Experience:**

- Multimedia Specialist / Creative Director — EarthView Media Group LLC
- Freelance Journalist & Copy Editor — Denver Post, Westword, Metropolitan Newspaper
- Warranty Claims Adjuster — American Auto Shield / Car Shield
- Senior Automotive Service & Diagnostic Technician — Bridgestone / Firestone / Independent Shops