

# Mary Freda-Flores

## Marketing Specialist & Creative

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### EDUCATION

#### Ball State University Muncie, Indiana

Major: News Journalism, Spanish  
Degree: B.A., May 2019  
GPA: 3.76

### SKILLS

Writing | Copy editing | Social media, SEO | Interviewing | Photography | Videography | Spanish | Fact checking

### AWARDS

#### City of Crown Point |

Employee of the Month, 2022

**Columbia Scholastic Press Association** | News feature, second place, 2018

**Keating Competition** | One of 10 state-wide finalists, 2018

**The Daily News** | Most Dedicated Staff Member, 2018

**The Daily News** | Newcomer of the Year, 2017

### ACTIVITIES

#### Society of Professional Journalists |

Ball State University  
Member, 2016-2019

#### Online News Association |

Ball State University  
President, 2018-2019

#### Burriss K-5 Spanish Program |

Burriss Laboratory School  
Spanish tutor, 2018-2019

### REFERENCES

#### Adam Graper

PACE Director |  
City of Crown Point  
Crown Point, Indiana  
[agraper@crownpoint.in.gov](mailto:agraper@crownpoint.in.gov)

#### Marc Chase

Editor |  
The Times of NWI  
Munster, Indiana  
[marc.chase@nwi.com](mailto:marc.chase@nwi.com)

#### Ray Cooney

Editor |  
The Commercial Review  
Portland, Indiana  
[r.cooney@thecr.com](mailto:r.cooney@thecr.com)

### PROFESSIONAL EXPERIENCE

#### The City of Crown Point | Crown Point, Indiana Communications/Media Manager

October 2021-present

- Create marketing and media strategies for the City of Crown Point, a city of nearly 34,000 people in Northwest Indiana.
- Manage seven social media accounts for the City of Crown Point, including the City's primary Facebook page and public safety Facebook pages.
- Coordinate interviews with Northwest Indiana and Chicagoland media.
- Design creative for internal sponsorships and external advertising campaigns.
- Coordinate the design and distribution of the city's internal and external newsletters.
- Shoot photos for social media and marketing materials.

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#### The Times of Northwest Indiana | Munster, Indiana South Lake County Reporter

October 2019-October 2021

- Reported on the South Lake County communities in Northwest Indiana, including Crown Point, St. John and Winfield.
- Covered various city and town meetings and wrote stories on live file.
- Filed records requests and conducted research for long-form stories.
- Shot photo and video to accompany stories.

#### Copy Editor

May 2019-October 2019

- Edited web and print copy with a careful eye adhering to local and AP Style.

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#### The Star Press | Muncie, Indiana Eugene S. Pulliam Internship Program Intern

May 2018-August 2018

- Reported on the Muncie community, including coverage of local fairs.
- Contributed six stories to M Magazine, The Star Press' quarterly publication.

#### Freelance Reporter

August 2018-May 2019

- Reported on the Muncie and surrounding Delaware County communities.
- Pitched story ideas that were of interest to The Star Press' audience.

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#### The Commercial Review | Portland, Indiana

#### Freelance Reporter

October 2017-May 2019

- Served as a watchdog to the Dunkirk, Indiana, community as the Dunkirk City Council beat reporter.
- Reported on the Jay County community, including coverage of local government, businesses and events.

### COLLEGIATE EXPERIENCE

#### Ball Bearings Magazine | Muncie, Indiana Fact Checker

October 2018-May 2019

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#### Cardinal Communications | Muncie, Indiana Copy Editor

September 2017-August 2018

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#### The Ball State Daily News | Muncie, Indiana Assistant News Editor

August 2017-May 2018

#### News Reporter

August 2016-September 2018