

MARK DUGGAN

CONTENT EDITOR

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Award-winning information designer with more than 20 years of experience in public sector communications, news media, and digital marketing. Proven success in designing user-friendly content that raises awareness and increases traffic and conversions. Proficient in strategy, project management, UX design, and copywriting. Effective team collaborator. Devoted to the craft of connecting with humans through communication.

EXPERIENCE

Digital Content Manager/Senior Editor | KSUT Public Radio | Durango, Colo.

Mar 2020 – Jul 2022 (Staff) | June 2022 – present (Contracted/Remote)

- Direct all aspects of KSUT.org, including design, editorial strategy, and analytics. Serve as executive editor of all web content. Led 8-person team through CMS migration.
- Created weekly news podcast, *Four Corners Edition*. Designed framework for story segments with flexible wraparound narration. Provided digital marketing and social messaging for program.
- Produced news spots, features, and two-ways, with focus on covering local COVID impacts.
- Created tribalradio.org for Native American broadcasting service. Designed content features for cultural sensitivity. Organization now has vital online voice for Native and Indigenous news.

Fill-In Digital Editor | KUNC Public Radio | Greeley, Colo.

July 2024 – present (Contracted)

- Serve as on-call web editor. Work with reporters to shape engaging digital news presentations.

Freelance Web Designer

Oct 2013 – present

- Design and launch successful sites in WordPress. Recent projects include student newspaper, access technology business, and music festival.

Web Content Designer | KingCounty.gov | King County, Wash.

Jul 2022 – Dec 2023 (Remote)

- Redesigned content and UI for kingcounty.gov. Built more than 350 pages following sitemaps, user research, and WCAG 2.1 AA accessibility guidelines. Rewrote complex copy in plain language for easy reading (8th-grade level).
- Collaborated with departments to create unified content, resulting in improved user experience and access to information for municipal site serving 3 million county residents.
- Independently researched and solved CMS configuration problems, eliminating major productivity blockers for design team. Role ended when project reached completion.

Content Producer | MySalesButler Marketing | Grand Junction, Colo.

Jul 2019 – Oct 2021 (Contracted/Remote)

- Directed editorial on persona-targeted web and social copy for marketing agency. Work ended due to COVID-19 pandemic impact.
- Collaborated with stakeholders to create content for technology and outdoor recreation products. My work directly contributed to their ongoing success.
- Employed user profiles to draft aspirational, consumer-focused voice for sales journey language and technical documentation.

News Director | KDNK Public Radio | Carbondale, Colo.

Nov 2018 – Jul 2019

- Directed day-to-day coverage and news personnel, assigning and editing all stories. Hosted *All Things Considered* and served as executive producer of daily newsmagazine. Produced spots, features, and interviews for broadcast and web.
- Streamlined production processes and editorial workflow, resulting in increased news production and accuracy. Role ended when offered new opportunity.

Program & Operations Director | KBUT Public Radio | Crested Butte, Colo.

Jan – Nov 2018 (Staff) | Nov 2018 – Nov 2019 (Contracted/Remote)

- Managed news and programming staff. Provided editorial, training, and program development. Oversaw migration and redesign of KBUT.org. Collaborated with news team to develop and implement updated editorial strategy, resulting in increased accuracy and accountability. Role converted to contracted website designer upon new opportunity.

Reporter | KUNC Public Radio | Greeley, Colo.

Summer/Fall 2017 (Contracted)

- Reported on multiple topics for NPR station. Filed feature stories for broadcast and web.

Program Director | KSUT Public Radio | Durango, Colo.

Dec 2014 – Mar 2017

- Led programming staff and oversaw all on-air and online content. Managed department budget and authored yearly strategic plan. Managed all studio technology and automation system.

News Strategist | KSJD Public Radio | Cortez, Colo.

Jan – Nov 2014

- Authored strategic plan, SWOT analysis, and editorial roadmap for creation of local news department. Plan included annual budget, organizational principles, and editorial strategy. Station adopted my plan; it now guides a successful news initiative. Also hosted *Morning Edition*.

Senior Reporter/Editor | KUAZ Arizona Public Media | Tucson, Ariz.

Apr 2008 – Oct 2013

- Reported on multiple topics for regional NPR station. Filed stories on tight deadlines and within strict editorial and timing specifications. Edited stories from student reporters.

SKILLS

- Project & Team Leadership
- Content Strategy & Planning
- Agile Workflow
- User Research, Personas & Testing
- Digital Marketing Production
- Public Sector Communications
- Media Relations
- Digital Branding
- Pitch-to-Publish Editorial
- SEO & UX Copywriting & Editorial
- Scriptwriting & Storyboarding
- Social Media & Community Engagement
- WordPress Site Design & Management
- Plain Language Writing
- Information Architecture
- Basic Video Editing
- Podcast Production & Distribution
- Voiceover & Narration

TECH

- WordPress (admin)
- Sitecore 10 CMS
- Brightspot/Grove CMS (admin)
- Divi
- Adobe CC (Ps, Lr, Ai, Id, Au, Pr)
- ChatGPT
- Canva
- Buffer Social
- Trello
- Basic CSS & HTML

AWARDS

2023, 2022, 2021: **Best Station Website** Colorado Broadcasters Association Award of Excellence – KSUT.org

2013: **Best Radio Feature Reporting**
National Edward R. Murrow Award
[The Battle of Picacho Pass: The Civil War in the Southwest](#)

2013: **Best Audio News Documentary**
Regional Edward R. Murrow Award
[Arizona’s Five Cs: A Century Later](#)

PRESENTATIONS

2021: “Owning Your Story: Impactful Storytelling in a Noisy Age” – West Slope Startup Week

2017: “Capturing Oral History: Techniques and Tools” – Fort Lewis College History Department