

# DARRAGH WORLAND

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## OVERVIEW

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Creative team leader and influencer skilled at growing emerging organizations by cultivating and mentoring talent and building strategic partnerships. Storyteller with diverse breadth of experience in journalism and education, including a background in major news media. Adept at collaborating cross-functionally to identify compelling mission stories to tell in print and video, with a focus on how news literacy education can be life changing. Known for expertise in translating intellectual content into more heartfelt and accessible stories.

### *Key Competencies*

- Instructional Design
- Website & App Development
- Video Production & Editing
- Operations
- Business Strategy
- Vendor Management
- Budget Management
- Diversity, Equity & Inclusion
- Partnership development
- Campaign Strategy
- Branding
- Copywriting

## PROFESSIONAL EXPERIENCE

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**THE NEWS LITERACY PROJECT**, New York, NY

February 2011 – Present

**Vice President of Creative Services** (July 2019 – Present); **Vice President of Production** (January 2018 – June 2019);

**Vice President for Digital Media** (January 2014 – December 2017)

*Oversee creative direction and branding for innovative national education nonprofit providing news literacy education to middle and high school students and the general public. Helped grow the organization from a small startup of five staff members to a thriving nonprofit of close to 30 staff (and growing every day).*

- Assist in charting the organization's continued growth as a member of the senior leadership team.
- Lead campaign strategy on initiatives including election misinformation, National News Literacy Week and COVID misinformation.
- Manage creative services budget, content development strategy and branding strategy.
- Oversee the organization's website strategy, content development, design and branding.
- Co-chair diversity sub-committee examining external organizational culture; completed first phase of audit of all external communications channels, including website, social media, PR, podcast and printed collateral.
- Host newly launched podcast, "[Is That a Fact?](#)"; conceptualized current season focusing on the impact of misinformation on American democracy; interviewed public intellectuals for the series, including Kara Swisher, Brendan Nyhan, Maria Ressa and Michel Luo, among others.
- Source, hire and partner with vendors including video production and post-production studios and contractors, website developers and designers.
- Lead the full production lifecycle for instructional video (scripting lessons, hiring production crews and overseeing post-production) hosted by prominent journalists from top news organizations, including *National Geographic*, *The New York Times*, *Washington Post* and *The Wall Street Journal*.
- Identify educators, students and supporters impacted by the organization's work and transform them into compelling mission stories demonstrating impact.
- Led a team of eight in the creation of the organization's marquee e-learning platform, [Checkology@](#), helping to guide the entire process from site architecture, UI/UX, content development and design.

### *Key Achievements:*

- Developed six successful grant proposals targeting top news media organizations and foundations to help raise \$250K to create the organization's e-learning platform, wrote the RFP and helped select the winning agency to design and develop it. The platform now has registered users in all 50 states and 116 countries.
- Directed launch of inaugural National News Literacy Week, working closely with corporate partners at the E.W. Scripps Company on strategy, branding and content. Achieved 1,700% increase in web traffic that week over previous year as a result.
- Exceeded web traffic goal by 160% in 2019; on track in 2020 to see a 220% increase over last year. For inaugural podcast season of 10 episodes, exceeded target for number of downloads by 150%.

**Program Manager** (February 2011 – September 2015)

- Tripled the program's reach within 18 months, exceeding NLP and sponsor targets.
- Ensured ongoing program growth in the NYC market by identifying and solidifying partnerships with the NYC Department of Education, journalists, administrators, news organizations and funders.
- Developed engaging programs aimed at teaching news literacy and multimedia journalism to teachers and students in NYC middle and high schools, growing the program to 2K per year.

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**NEW YORK UNIVERSITY/UCLA EXTENSION/MEDIABISTRO**, New York, NY

2007 – 2017

**Instructor, Adjunct Assistant Professor**

*Served as curriculum designer and instructor of blended learning courses with a focus on digital media skills for news industry professionals in collaboration with several higher education and online learning outlets.*

- **UCLA Extension:** Designed and led an online professional development class called “Web Mastery for Journalists”. Developed course structure and curriculum on Canvas following best practices for online learning. (2014 – 2017)
- **Mediabistro:** Created and delivered online courses for media professionals, including “Introduction to Multimedia Journalism” and “Online Production for Writers and Editors”. Devised course concept and structure, compiling more than 100 pages of finalized lectures and instructional videos. Also developed and delivered customized in-person workshops for corporate clients. (2008 –2015)
- **Arthur L. Carter Journalism Institute, NYU:** Recruited to design and teach the graduate journalism program’s first multimedia class, Guerrilla News. Helped launch NYU’s East Village Local blog on *The New York Times* website. Taught multimedia journalism courses and laboratory sessions for graduate students. Developed syllabi and lesson plans for multimedia classes and for an undergraduate honors thesis class. (2007 – 2011)

**ABC NEWS**, New York, NY

March 2010 – February 2011

**DV Camera Instructor**

- Recruited to train ABC News staff on the latest digital video production techniques, equipment and filming methodologies.
- Conducted group and one-on-one trainings for network producers, correspondents, anchors and writers using best practices for digital video production.

**MSN MONEY**, New York, NY

2008 – 2009

**Senior Interactive Video Producer****NY1 NEWS**, New York, NY

2002 – 2008

**Writer, Field Producer, Web Producer****Freelance Journalism Work**

2002 – 2011

**Tonic**, World, US & Business News Editor, Feature Writer, Contributing Blogger**BEDO Productions**, Associate Producer, Camera on documentary “Sacred Poison”**Travelwithval.com**, Managing Editor, Field Producer**Metro Newspaper**, Syndicated Dating Columnist**Foxnews.com**, Web News Editor, Health Reporter**Reuters Video News**, Entertainment Producer, Intern**EDUCATION****CENTER FOR CREATIVE LEADERSHIP**, La Jolla, CA

2015

**Leadership Development Program Certificate****NEW YORK UNIVERSITY**, New York, NY

2002

**Master of Arts in Journalism with a concentration in broadcasting and cultural reporting & criticism****UNIVERSITY OF TORONTO**, Toronto, Ontario

1997

**Honors Bachelor of Arts in English and Drama****ADDITIONAL INFORMATION**

- *Languages:* Fluent in French.
- *Specific skills:* Microsoft Office Suite, e-learning platforms (Canvas & Blackboard), content management systems (WordPress & Drupal), video production & post-production (Final Cut Pro & Adobe Creative Cloud).
- *Interests:* Twin wrangling, game nights (secret identity), yoga/mindfulness, film criticism, writing screenplays and children’s books.