

KALIE CRAGO

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EDUCATION

EMERSON COLLEGE, BOSTON, MASSACHUSETTS

Master of Arts in Public Relations

Concentration: Strategic Communications

Graduation Date: May 2020

DENISON UNIVERSITY, GRANVILLE, OHIO

Bachelor of Arts in English Literature & Cinema

Honors: Member of Sigma Tau Delta, International Collegiate English Honorary Society

Graduation Date: May 2018

RELEVANT EXPERIENCE

PBS, ARLINGTON, VIRGINIA

Program Associate

September 2021 – Present

- Screen and evaluate programs prior to their airing to ensure adherence to PBS underwriting and packaging guidelines
- Create and distribute reports that include program timings and content information
- Assess and note sensitive content and recommend revisions to the program rating if necessary

COMMON SENSE NETWORKS, LOS ANGELES, CALIFORNIA

Media Reviewer

March 2021 – Present

- Review and evaluate video content for safety concerns, quality and age appropriateness
- Assist product development team in maintaining and enhancing content management systems
- Research streaming and technology trends on various online platforms

EDUCATOR'S ALLY, NEW YORK, NEW YORK

Marketing and Social Media Assistant

November 2020 – Present

- Create social media strategies and expand online presence through organic and paid advertising
- Implement an editorial calendar to manage written content and plan marketing campaigns

EMERSON COLLEGE SPEECH LAB, BOSTON, MASSACHUSETTS

Assistant Director

January 2019 – June 2020

- Collaborated in the coordination of courses by updating class curriculums, managing social media platforms and creating digital and print class materials
- Developed a new peer consultant speech lab and led student team through event planning, marketing campaigns, on-site support, research and workshop creation

EMERSON COLLEGE STUDENT TRANSITIONS AND FAMILY PROGRAMS, BOSTON, MASSACHUSETTS

Graduate Assistant

October 2018 – May 2020

- Researched, planned and developed social campaigns for various digital platforms
- Wrote and edited copy for webpage
- Authored blog posts, newsletters and social media content focused on family and student topics
- Administered assessment tools to provide office feedback and presented data analyses to implement changes in future events and collaborations

FRONTLINE PBS, BOSTON, MASSACHUSETTS

Audience Development Intern

June 2019 - August 2019

- Created written and visual content for online publications
- Contributed to a 15% increase in YouTube click-through rate utilizing user engagement strategies
- Conducted research and utilized data analytics to improve social media strategies and presence
- Reviewed and critiqued upcoming televised and digital content at screenings
- Coordinated digital outreach by establishing contact with viewers

SKILLS AND ABILITIES

Proficient in Adobe Premiere Pro and Photoshop, MS Office, Google Drive, Canva, QuickBooks and AP Style

Effective in matching organizational tone, writing for different audiences and adhering to style guides

Competent in web content management systems such as Sitecore, Drupal and WordPress

Experience using creative problem solving to prioritize tasks

Skilled storyteller as shown by developing messaging strategies for numerous media outlets

Accomplished copywriter and editor

Trained in survey and online research