

Kaleah Mcilwain

Summary

Enthusiastic digital content producer experienced in creating content across various social media platforms to increase following and reinforce brand recognition. Excels at working in a team, communicating effectively in a fast-paced environment and handling multiple short-term and long-term projects on deadline.

Skills

- **Content Editing:** AP Style
- **CMS:** WordPress, Salesforce
- **Technical Skills:** SEO, Word, Excel, Power Point, Mailchimp, Buffer
- **Social Media:** Twitter, Facebook, Instagram, TikTok, YouTube short
- **Graphic Design:** Canva, Adobe Premier, CapCut
- **Soft Skills:** Detail-Oriented, Organized, Self-Motivator, Communication, Integrity, Interpersonal skills

Education and Training

Bachelor of Arts in Print and Digital Media Journalism '19

Penn State University | University Park, PA

- Minored in Political Science and Global Studies

Work Experience

Digital Content Producer

NBC10 | Philadelphia | 01/2023 to present

- Cover breaking news in Pennsylvania and parts of New Jersey and Delaware.
- Write, edit and publish content for various digital platforms.
- Create original video content for TikTok, Instagram reels and YouTube shorts.
- Develop social media strategy for my team across all social platforms: Twitter, Instagram, Facebook and TikTok.

Engagement Producer

St. Louis Public Radio | Remote | 09/2022 to 01/2023

- Managed Twitter, Facebook and Instagram accounts.
- Packaged daily and weekly local newsletters.
- Collaborated with team members on social media campaigns.
- Assisted with planning events to engage audience and serve the community.

Local Reporter, Baltimore

NewsBreak | Remote | 04/2021 to 06/2022

- Wrote two to three breaking news stories daily across wide range of topics.
- Edited peers' work to ensure accuracy and that it met editorial standards and style guidelines.
- Aggregated news stories that affected the region.
- Packaged weekly local newsletter distributed to over 5K subscribers.

Reporting Intern

Centre County Gazette | State College, PA | 01/2019 to 04/2019

- Pitched and reported stories for daily website.
- Interviewed sources, conducted research and fact-checked story elements.
- Prepared weekly analytic reports.

Editorial Assistant

Penn Memory Center | Philadelphia, PA | 05/2018 to 08/2018

- Directed editorial calendar and generated content for Twitter and Facebook.
- Distilled information on healthcare and clinical research trends into easily digestible stories.
- Curated and managed weekly newsletter distributed to over 4K subscribers.