

Kaleah Mcilwain

Summary

Experienced digital content producer with a proven track record of driving engagement and growing social audiences. Eager to leverage strategic thinking, creative content creation and analytical skills to enhance brand trust and awareness and foster connection across social media platforms. Excels at collaborating across teams, communicating effectively in a fast-paced environment and handling multiple short-term and long-term projects on deadlines.

Skills

- **Content Editing:** AP Style
- **CMS:** WordPress
- **Technical Skills:** SEO, Word, Excel, Power Point, Mailchimp, Parsley
- **Social Media:** Twitter, Facebook, Instagram, TikTok, YouTube shorts
- **Graphic Design:** Canva, CapCut, Adobe Premier and Photoshop
- **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, Pa. | 01/2023 to 12/2024

- Created original video content and posts for TikTok, Instagram reels and YouTube shorts.
- Developed social media strategies across all social platforms: Twitter, Instagram, Facebook, TikTok and YouTube.
- Wrote, edited and published content for various digital platforms.
- Covered breaking news in Pennsylvania and parts of New Jersey and Delaware.

Engagement Producer

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

- Created videos, posts and explainers for Twitter, Facebook and Instagram accounts.
- Packaged daily and weekly local newsletters distributed to over 50K subscribers.
- Collaborated with team members on long-term social media campaigns.
- Assisted with planning events to engage audiences and serve the community.

Local Reporter, Baltimore

NewsBreak | Remote | 04/2021 to 06/2022

- Created and packaged weekly local newsletter that I grew to over 5K subscribers in under six months.
- Wrote two to three breaking news stories daily across a wide range of topics.
- Edited peers work to ensure accuracy and that they met editorial standards and style guidelines.

Reporter

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

- Supported SEO initiatives to improve content, keywords and branding.
- Wrote in-depth features on local community members, businesses and organizations.

Editorial Assistant

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

- Curated and managed weekly newsletter distributed to over 4K subscribers.
- Managed editorial calendar and generated content for Twitter and Facebook.