

Kaylee Pofahl

PROFILE

Background: Over four years of hands-on professional journalism experience demanding strong analytical, creative and organizational skills in a fast-paced environment. Consistent record of tenacity, high energy and extraordinary interpersonal communication. Passionate, meticulous, intelligent and driven.

Core Competencies: Outstanding writing/editing skills, creative thinking, perpetual curiosity, innovative, tremendous enthusiasm, positive attitude, adapts well to change, actively takes initiative, HTML proficiency, InDesign familiarity, SEO expertise, Audacity proficiency

EDUCATION

Rutgers University
B.A., Journalism & Media Studies - Gender & Media Minor
cum laude, 3.637 GPA
Study Abroad Program

New Brunswick, NJ
August 2017
Tau Sigma National Honor Society
John Cabot University—Rome, Italy

EXPERIENCE

Freelance Journalist Remote
Multiple Companies September 2017 – Present
Currently [freelancing as a journalist](#) with multiple media outlets. Responsible for proposing unique story ideas as well as taking on assignments from editors. Regular processes include independently coordinating interviews, in-depth research, event coverage and producing unique stories. Contracted news outlets include the *Philadelphia Inquirer*, the *Daily Record* and City of Basketball Love.

Head of Media Content Remote
Misha Tamiko April 2019 – Present
Lead coordinator of blog editing, copywriting and social content for [Misha Tamiko](#) sales coaching and consulting. Spearheaded the company's content and social strategy, curated unique website copy and continuously produce/edit daily blog posts. Also operate as a consultant and editor for all company campaigns, media content and marketing materials.

Sporting News Canada Digital Intern New York, NY
Perform Media January – May 2018
Interned with the Canadian division of Sporting News as a postgraduate. Duties entailed site content production and social media maintenance, as well as pitching unique story ideas, in-depth feature writing, live event coverage and photo editing. On average, [wrote between 2-4 stories](#) per shift while also utilizing SEO techniques, tracking content analytics and fostering audience engagement.

Podcast Producer New Brunswick, NJ
Uncaged Podcast Spring 2017
Took on a producer role for the Uncaged podcast which focused on gender, race, culture and politics, and functioned as the central project for the capstone of the Gender and Media minor. Collaborated with classmates on all aspects of the podcast including topic scope, episode themes, researching, conducting interviews, editing audio and leading segment discussions.

Sports Intern New York, NY
New York Post Summer 2016
Interned under the *New York Post* sports editorial staff where responsibilities included writing assigned articles, pitching original story ideas, assembling infographics, compiling photo collections and providing multimedia live event coverage. [Produced content](#) for each of the top four professional U.S. sports as well as NCAA athletics and the 2016 Rio Olympics.