

# Kathleen Hornstra

513.207.8589

hornstka@mail.uc.edu

LinkedIn.com/in/kathleenhornstra

Cincinnati, Ohio



FULL TIME UNDERGRADUATE STUDENT  
UNIVERSITY OF CINCINNATI

## EDUCATION

### UNIVERSITY OF CINCINNATI

Major GPA: 3.43

**BACHELOR'S DEGREE**  
**COLLEGE OF ARTS AND SCIENCES**  
Journalism

**MINOR**  
**COLLEGE OF EDUCATION, CRIMINAL  
JUSTICE, AND HUMAN SERVICES**  
Criminal Justice

Expected Graduation: 2022

### HONORS

Dean's List – Spring 2019-2020  
Fall 2020-2021  
Spring 2020-2021

## SKILLS

### || PROFESSIONAL

- News and Feature Reporting
- Editing
- AP Style
- Content Production
- Making Deadlines
- Social Media Management
- Investigative Skills
- Website Management

### || TECHNICAL

- Microsoft Word
- Digital and 35mm Cameras
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Social Media
- Digital Media
- Content Management Systems
- Google Analytics
- Data Visualization
- Data Coding
- Hypothesis Testing
- Causal Modeling
- Linear Regression & Ordered Logit Analysis

## REFERENCES

Available upon request.

## PROFILE

Fourth-year undergraduate student at the University of Cincinnati working toward a Bachelor of Arts degree focused on Journalism with a minor in Criminal Justice. Experienced reporter and a multimedia professional with a history working in online publishing and website management. Hard worker and quick learner.

## WORK EXPERIENCE

### MULTIMEDIA DIRECTOR

*The News Record* | May 2020 – Present

- Responsible for managing and maintaining TNR's website through the content management system BLOX.
- Create informational graphics and designs for social media accounts and website.
- Write and edit articles and photo galleries for TNR's daily updated website.
- Produce, schedule and upload content to TNR's social media accounts daily.
- Design and schedule TNR's newsletter that is released five days a week.

### DIGITAL MEDIA INTERN

*Cincinnati Magazine* | Aug. 2021 – Dec. 2021

- Update cincinnatimagazine.com and draft stories for the website on WordPress.
- Report, research and write for website stories and monthly issue content.
- Interview sources for website stories and contributor biographies.

### DIGITAL PRODUCER

*The News Record* | Aug. 2019 – May 2020

- Post edited TNR stories to the website using BLOX, a content managing system.
- Schedule Twitter, Facebook and LinkedIn posts using Buffer, a social media tool used to manage social media accounts.
- Take photos for multimedia galleries and write photo captions in AP style.
- Plan website stories to line up with weekly released tabloid stories.

## ORGANIZATION EXPERIENCE

### PRESIDENT

*Online News Association, UC Chapter* | Dec. 2019 – Present

- Provides leadership for the ONA.
- Presides over all ONA meetings and the executive board.
- Ex-officio member of all standing committees.
- Plan a fall and spring semester event featuring workshops and panels from local online news journalists.

### SECRETARY

*Online News Association, UC Chapter* | Aug. 2019 – Dec. 2019

- Keep records of membership and minutes of ONA meetings and executive board.
- Send out notices of the general and executive board meetings.
- Handle balloting for board members and new officers each year.
- Keep track of the chapter's historic records.