



MAGGIE E. WEST

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EXPERIENCE

Illinois Student Assistance Commission

Community Outreach Specialist | June 2018 - Current

- Deliver quality classroom presentations and one-on-one guidance to all students and parents on the college process such as general college knowledge college admission and the financial aid process.
- Provide accurate, complete, and sensitive counsel to students facing academic, financial, and social barriers to higher education.
- Represent the agency in a variety of settings, including the classroom, college fairs, and college panels.

Her Future Empowerment

Social Media Intern | January 2018 – May 2018

- Designed and scheduled social media posts across platforms in alignment with overall marketing strategy.
- Drafted press releases and facilitated the planning and execution of events and mission-driven programs
- Analyzed social media posts using Facebook Analytics and Google Analytics to help re-target audience and increase engagement by 30%

Department of Journalism – Ball State University

Digital Student Reporter | August 2014 – May 2018

- Investigated and prepared stories on various topics in the Delaware County area and Ball State campus
- Coordinated with producers on developing stories to air each day for student run news and radio stations and publications
- Gathered multimedia components such as photos and videos and conducted interviews for each story.

EDUCATION

Bachelor of Arts in Journalism

Ball State University College of Communications and Media | Muncie, IN

Coursework in Majors: Newsroom Immersion, News Editing, Storytelling, Media Analytics, Media Law,

Software Education: Avid News Cutter, Adobe Premier Pro, iNews, Adobe InDesign, Microsoft Office

AWARDS AND ACKNOWLEDGEMENTS

- The Facing Project: Facing Racism | November 2015
 - Explored the impacts of racism and the meanings of race by interacting with local communities and illustrating personal stories
- Unity Week Diversity Symposium | January 2017
 - Educated and activated audience on the power of voice and advocacy
- Today's Black Women | April 2018
 - Women of the Year Award
 - Most Impactful Organization
- Multicultural Center – Ball State University | April 2018
 - Mentor of the Year Award