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## EDUCATION

### Kent State University

*Bachelor of Science in Journalism*

*Minor in Public Relations*

Aug 2019 - May 2023

## SKILLS

- Reporting
- Digital Marketing
- Copyediting
- Adobe InDesign
- Canva
- Social Media Management

## INVOLVEMENT

- Sigma Sigma Sigma Sorority
  - Alpha Beta Chapter
  - Public Relations Chair
  - Internal Philanthropy Chair
  - Sorority Recruitment Counselor
- A Magazine (Fashion)
- °The Burr Magazine

## VOLUNTEER WORK

- March of Dimes
- Tri Sigma Foundation
- Delaware County District Library
- King Kennedy Community Center
- Juvenile Diabetes Research Foundation

# Kaitlyn Finchler

## Journalist

## WORK EXPERIENCE

### Reporter | The Chautauquan Daily, Chautauqua Institution

*June 2023 – Aug 2023*

- Assigned to Literary Arts beat; interviewed authors & poets on a three-week-out basis, submitted four stories a week, picked up additional stories, totaling to 84 stories. Assisted with copy desk when needed.
- Interviewed prominent personalities such as Amor Towles, Kim Stanley Robinson, Lydia Kang, and Shahidul Alam, among others.

*June 2022 – Aug 2022*

- Assigned to Interfaith Lecture Preview beat. Interviewed lecturers on a two-week-out basis and ended season with 96 stories total.
- Covered attack on Salman Rushdie in the Amphitheater, which spanned national news for 48 hours, as well as the aftermath of the incident.

### Social Media Manager | Brewhouse Pub

*Oct 2022 – June 2023*

- Ran Instagram account, moderated comments and direct messages.
- Created brand colors and palette, posted each day of business with specials, promotions and hiring fliers.
- Increased profile visits by 25% and overall engagement by 32%.

### Student Writer | Jargon, KSU's School of Media and Journalism

*Aug 2022 – May 2023*

- Interviewed alumni, faculty and students on current work and achievements to share in MDJ's alumni newsletter.
- Managed website with help of employer, suggested and deployed ways to improve analytics.

### Campus Editor | KentWired, Kent State University

*Jan 2023 – May 2023*

- Managed and met weekly with a team of eight reporters. Edited eight to 12 stories a week for content, grammar and AP style.
- Communicated with editorial board via Slack and Microsoft Office for content, weekly meetings and staff bonding events.

*Aug 2021 – Dec 2021*

- Handled breaking news coverage as well as a team of 12 reporters.
- Edited 12 to 16 stories a week for content, grammar and AP style.
- Assisted copy desk when needed, designed pages for print editions, and met with the editorial board weekly for planning content.

### Editorial Intern | Ohio Magazine

*Aug 2022 – Dec 2022*

- Reported on small-town features around Ohio. Called businesses to fact-check, and copyedited. Pitched ideas for current and forthcoming issues.

### Digital Content Director | KentWired, Kent State University

*June 2022 – Dec 2022*

- Created and designed the newsletter on MailChimp six days a week to promote published stories.
- Managed digital team, tracked website daily, updated carousel content, and collaborated with SNO Wordpress administration.

## ADDITIONAL WORK EXPERIENCE

### General Assignment, Features & Opinion Editor | KentWired

Jan 2022 – May 2022

- Managed teams of six general assignment and feature reporters and four opinion writers.
- Attended weekly editorial meetings, assigned content and collaborated with other editors on conjoined content.
- Honed in on preexisting leadership skills and motivated younger staff.

### Photo Editor | KentWired

Jan 2020 – May 2021

- Managed team of ten photographers, created schedule and assigned content via Slack and Trello. Covered assignments ranging from protests, campus events and sports. Worked with editors and reporters on photo requests and visual content for both website and print editions.

### Social Media & Promotions Director | The Burr Magazine

Jan 2021 – May 2021

- Ran Instagram, Twitter, and Facebook accounts daily, posting each weekly blog, online stories, and print stories once the edition hit stands.
- Utilized Google, Hootsuite, and in-app analytics to see what content performs well, at what time of day.
- Coordinated social media campaign for end-of-semester print edition.

### Student Organizer | Ohio Scholastic Media Association

Sep 2019 – March 2020

- Worked under OSMA President Candace Bowen to coordinate regional and statewide workshops for high school journalism students.
- Filed and organized award submissions, emailed judges to confirm RSVPs, and promote outreach between OSMA and Kent State.

### Writer, Blogger & Photographer | The Burr Magazine

Aug 2019 – Dec 2019

- Submitted one blog a week for 14 weeks, as well as suggesting art/visual ideas.
- Coordinated with photo editors and team to execute photoshoots for online and print stories.
- Completed two longform pieces on social media branding and influencers for print edition.

### Crew Member | Dunkin' Donuts

Jan 2021 – Jan 2023

- Took orders, collected payment, prepared drinks and food, bagged orders, and ensured a positive and quick customer experience.
- Cleaned and stocked before, during, and after shifts. Divided tips at EOD.
- Handled customer calls and complaints, and ensured a satisfying result for both parties.

### Crew Member | Wendy's

Nov 2016 – Aug 2021

- Took orders, prepared food and drinks, manned grill and fry stations, collected payment, and bagged orders.
- Ensured a positive customer experience while meeting store time goals.
- Cleaned and stocked before, during and after shifts.

## RELEVANT COURSEWORK

- Advanced Magazine Writing
- Public Relations Publications
- Reporting Public Policy
- Ethics & Issues in Mass Comm
- Managing Media Diversity
- Law of Mass Communication
- Public Relations Case Studies
- Social Media Strategies

## SOCIAL MEDIA

@KAITLYNFINCHLER ON ALL



## REFERENCES

Sara Toth

- *Editor-in-chief, The Chautauquan Daily*
- +1 (716) 357-6376
- stoth@chq.org
- Worked with Sara for two summers, developed a strong relationship with her and learned multitudes about interviewing, editing & page design.

Connie Schultz

- *Former faculty, Kent State University*
- schultzc@denison.edu
- Took Feature Writing and Opinion Writing with Connie, a Pulitzer Prize-winning author. She initially referred me to CHQ's newspaper and helped me realize there's more to journalism than what they teach in class.

Mitch McKenney

- *Professor, Kent State University*
- mmckenne@kent.edu
- Took Reporting and Editing with Mitch, as well as worked closely with him while working as a campus editor, since he teaches the Reporting class. Discussed and prepared for multiple internships with him, as he was the undergraduate internship coordinator in the journalism school.