

Katlyn Brieskorn

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📞 813-410-7919

📍 Riverview, Florida

Dynamic and results-driven Digital Content Producer with expertise in AP-style writing and social media management. Proven track record of driving significant traffic with 20 million page views in 2023. Seeking to leverage creative skills and strategic insights to create engaging digital content and enhance online presence.

EDUCATION

BA in Mass Communications

University of South Florida
Tampa, Florida

AA in Mass Communications

Hillsborough Community College
Tampa, Florida

KEY SKILLS

- Excellent written and verbal communication abilities
- Strong news judgment and editorial skills.
- Ability to multitask and prioritize assignments in a fast-paced environment.
- Strong attention to detail and accuracy.
- Proficiency in content management systems (CMS) and social media platforms.
- Ability to work collaboratively in a team environment.
- Knowledge of AP style and journalistic ethics.

EXPERIENCE

July 2022 – July 2024

Digital Content Producer | Nexstar Media Group

- Produced high-quality digital content across various platforms, adhering to AP-style guidelines to ensure accuracy and consistency.
- Spearheaded content initiatives that resulted in 20 million page views in 2023, utilizing data-driven insights to optimize content strategy.
- Leveraged Adobe Photoshop and Adobe Premiere Pro to create visually compelling graphics, images, and videos to accompany written content.
- Monitored performance metrics using analytics tools to track audience engagement and optimize content for maximum reach and impact.
- Managed social media accounts, developing and executing campaigns to increase brand visibility and drive traffic to digital platforms.

July 2019 – July 2022

Content Creator | Cox Media Group

- Gathered information and verified sources to produce compelling news content for digital and broadcast platforms.
- Managed deadlines and priorities in a fast-paced newsroom environment, adapting quickly to breaking news situations.
- Utilized content management systems (CMS) and social media platforms to publish and promote news content.
- Collaborated with cross-functional teams including writers, editors and designers to develop multimedia content such as videos and infographics.
- Assisted in the planning and execution of special coverage, live events and breaking news coverage.