

JESSICA E. MCKINNEY

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EXPERIENCE

- News Writer** Penske Media Corporation | March 2016
Digital media company that published more than 22 digital brands
- Produce 6-10 news stories a day for HollywoodLife.com via Wordpress
 - Create multimedia, content, and SEO packages that fit with the digital brand
- Freelance Blogger** COED Media Group | Jan 2016
Creative publishing network, housing College Candy and Coed.com
- Produce 2-3 stories a week for CollegeCandy.com concerning entertainment and lifestyle
 - Pitch 1-10 stories weekly equipped with multimedia and shareable content
- Entertainment Writer** VIBE Magazine | Sept 2015
Digital magazine covering urban culture with a focus on music and entertainment
- Pitch and produce 6-8 stories a day concerning music, television, and news via Wordpress
 - Interview music talent including Christina Milian, Nitty Scott, and Breezy and event coverage
- Contributing Writer** Elite Daily | June 2015
Digital media platform that features lifestyle, entertainment, and news content
- Research and pitch 1-4 stories weekly to editorial team via email
 - Produce 600+ word stories on Wordpress, concerning women's lifestyle, fashion, and entertainment
- Editorial Assistant** The Untitled Magazine | June 2015- Sept 2015
Contemporary art, fashion, and culture magazine distributed to 30 countries worldwide
- Gather press releases sent to the magazine and write 300+ word articles for online site, via Wordpress
 - Assist editorial team with basic tasks such as scheduling, research, and photo licensing

PREVIOUS EXPERIENCE

- Style Intern** GlobalGrind | June 2014- Aug 2014
Digital media platform featuring hip-hop and pop culture related content
- Marketing and Editorial Intern** EMAP | Jan 2014- May 2014
Media company renowned for producing fifteen top media brands in the United Kingdom
- Senior Editor** Medley Magazine | Sept 2013- May 2015
Student-run, bi-semester magazine that explores international and cultural stories in Syracuse
- Managing Editor** MESH Magazine | Sept 2013- May 2015
Student-run, bi-semester magazine that features literary work by college students and Syracuse community public schools
- Editorial Intern** The Daily Quirk | Aug 2013- Jan 2014
Digital Media company that provides a quirky twist on pop culture, entertainment, health and news

SKILLS

Software | Adobe Creative Suite 6, FinalCut Pro X, AP Style, SEO, Feedly
Social Media | Wordpress, Blogger, Twitter, Instagram, Facebook, Pinterest, TweetDeck

EDUCATION

Syracuse University | May 2015
S.I. Newhouse School of Public Communications
BS, Magazine Journalism | Minor, Marketing