

# KAYLA LOKEINSKY

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Portfolio: [www.kaylalokeinsky.journoportfolio.com](http://www.kaylalokeinsky.journoportfolio.com)

Blog: [www.thehappyfloridian.com](http://www.thehappyfloridian.com)

## SKILLS

### Proficient with:

- Adobe Creative Suite (InDesign, Photoshop Acrobat, Illustrator and Premiere Pro)
- Social media platforms (Instagram, Facebook, Twitter, Hootsuite, LinkedIn, Pinterest)
- Newspaper and magazine page design
- Social Media graphic design, including extensive experience with Canva
- News, magazine and blog-style writing
- AP Style
- Copy Editing
- Wordpress

## EDUCATION

### Bachelor of Sciences

### Journalism

### Minor: Digital Media

### University of Central Florida

June 2012-December 2015

## REFERENCES

- Jennifer Bradford, Managing Editor  
The New York Times International Weekly  
(212) 556-7389  
[jennifer.bradford@nytimes.com](mailto:jennifer.bradford@nytimes.com)
- Vince Brown, Production Director  
Lake City Reporter  
(352) 283-6312  
[vince@brownbaginteractive.com](mailto:vince@brownbaginteractive.com)
- Todd Wilson, Publisher  
Lake City Reporter  
(386) 288-3581  
[twilson@lakecityreporter.com](mailto:twilson@lakecityreporter.com)
- Buddy Collings, Varsity Editor  
Orlando Sentinel  
(321) 438-4605  
[bcollings@orlandosentinel.com](mailto:bcollings@orlandosentinel.com)

## GET IN TOUCH



@thehappyfloridian



@kaylalokeinsky



Kayla Lokeinsky

## EXPERIENCE

### The New York Times Editing Center

#### – Page Designer

December 2017-Present

- Designs pages for the New York Times International Weekly.
- Resizes and adjusts newspaper layouts to accommodate different page sizes.
- Designs pages for the New York Times International Weekly Book Review.

### Lake City Reporter

#### – Special Projects Editor

February 2017-December 2017

(Currents Magazine content editor from October 2016-February 2017)

- Produced a bi-monthly lifestyle magazine, *Currents*, from start to finish, including coming up with story ideas, assigning stories, writing and photographing content, consulting with graphic designers and advertising staff, dummied out the publication and editing all publication content.
- Created and edited content for the Lake City Reporter's other special publications including an annual Guide to Columbia County, magazines for local events and special sections for the newspaper. I also designed pages for several special publications.
- Created and launched a social media campaign for *Currents* Magazine, growing its online presence to over 1,000 combined followers across social media platforms.

#### – Reporter, Photographer and Page Designer

February 2016-February 2017

- Reported on and photographed local news and sports (worked primarily in news from February to August 2016 and sports from August to February 2017.)
- Designed pages for the news, sports and special sections of the Lake City Reporter.

### Orlando Sentinel

#### – Sports Clerk

August 2015-February 2016

- Created photo galleries and online content for Orlando Sentinel Varsity Sports.
- Managed Orlando Sentinel Varsity Sports Twitter handle for live-tweeting game scores.
- Compiled sports scores and statistics.
- Helped edit online content.

#### – Contributing Writer

January 2015-April 2015

- Covered Orlando-area high school water polo as part of a sports reporting class.

### iHeart Media Orlando (formerly Clear Channel Communications)

#### – Digital Production Intern

August 2014-December 2014

- Wrote content and helped promote iHeart Media Orlando radio stations on social media and on station websites.
- Photographed events and concerts.

## BLOGGING EXPERIENCE

### The Happy Floridian

#### – Owner / Blogger

March 2018-Present

- The Happy Floridian is a lifestyle blog where I share my experiences while living life in my home state. Posts vary from Florida travel posts to dining experiences to lifestyle tips. I also produce social media content, design blog and social media graphics and frequently look to improve my blog through SEO optimization and online outreach.