

KAITLIN JANSEN

storyteller & communications professional

CONTACT

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kaitlinjansen.com

EDUCATION

UNC-Chapel Hill, 2014
B.A. Journalism and English
Minor in creative writing

SKILLS

Writing, Press releases, Ghostwriting,
Interviewing, Email marketing, Design,
HTML/CSS, Social media management,
Google Analytics IQ, Project management

PROGRAMS

Adobe Creative Suite, iContact,
Mailchimp, Hootsuite, Buffer, Wordpress,
Drupal, Microsoft Office, Canva, Prezi

AWARDS

N.C. Press Association, 2017
Feature reporting, 3rd
N.C. Press Association, 2016
Deadline reporting, 2nd
Dow Jones News Fund Scholarship, 2016
Funded travel to SRCCON journalism/tech
conference

EXPERIENCE

Duke University Oct. 2016 to Present
Durham, N.C.

The Fuqua School of Business

Marketing & communications associate Jan. 2018 to Present

- > Created lead nurture campaign for new-this-year program to attract prospective students
- > Update website and build webpages using Drupal
- > Draw and present insights on campaign performance and web traffic using Google Analytics
- > Communicate with students and alumni to create marketing collateral
- > Assist in ghostwriting and editing of student and staff blog posts
- > Gather stakeholder interests from across departments and serve as liaison between marketing and other colleagues

Duke Innovation & Entrepreneurship Initiative

Communications specialist Oct. 2016 to Jan. 2018

- > Wrote and edited content for 40+ page impact report
- > Oversaw transition from quarterly newsletter to weekly updates; created templates for, assembled and distributed newsletters to more than 10,000 students, staff, faculty and alumni
- > Designed promotional materials and social media graphics
- > Updated website regularly and built new pages using HTML and Wordpress Visual Composer
- > Managed Twitter, Facebook, Instagram, Snapchat accounts; used Instagram and Snap stories for live event coverage
- > Wrote content for website and for distribution to university-wide audience

The Herald-Sun

Durham, N.C.

Orange County reporter

Aug. 2014 to Oct. 2016

- > Worked as sole reporter covering Chapel Hill, Carrboro and Hillsborough
- > Covered government meetings and school and community events
- > Wrote headlines, Tweets and Facebook posts to accompany stories
- > Maintained news blog about Orange County government and events
- > Created Twitter account for Orange County news and managed and grew Facebook, Twitter and Instagram accounts for daily paper

The Richmond Times-Dispatch

Richmond, Va.

Dow Jones News Fund editing intern

May 2014 to Aug. 2014

- > Worked on the copydesk of daily paper with the second-highest circulation in the state