

Kaitlin Jansen

Creator. Strategist. Storyteller.

education

M.A., Digital Communication
UNC-Chapel Hill (*Part-time, online*)
Expected Dec. 2022

B.A., Journalism and English
UNC-Chapel Hill, Class of 2014
Specialization: Editing and Graphic Design
Minor: Creative Writing

skills

Interviewing / Storytelling / Content
Strategy / Ghostwriting / Copy Editing /
Developing Press Releases / Media
Relations / Social Media Management /
Email Marketing / Video Production /
Graphic Design / Website Management /
Project Management

programs

WordPress / Drupal
Hootsuite / Buffer / Social Studio
Google Analytics
iContact / Constant Contact / Mailchimp
Canva / Adobe Illustrator / InDesign /
Audition / Premiere Pro
Microsoft Office

contact

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work experience

Duke University *Oct. 2016 to Present*
Duke Clinical Research Institute *Nov. 2018 to Present*
Clinical Research Communications Specialist

- **CONTENT DEVELOPMENT** | Create news stories to clearly communicate about complex scientific topics
- **MARKETING** | Lead conceptualization and execution of strategic marketing campaigns, including videos, landing pages, email blasts, and social media packages
- **CONTENT STRATEGY** | Manage editorial calendar and distribute content across external and internal channels. Created concepts and led all content development for two consecutive annual reports. Currently leading content strategy and development for DCRI's year-long 25th anniversary campaign
- **MEDIA RELATIONS** | Lead institute's media relations efforts, liaising with outlets including New York Times, Washington Post, NBC, USA Today, and STAT. Write and distribute press releases, pitch media, respond promptly to requests, place editorials, and develop crisis communication plans
- **VIDEO PRODUCTION** | Oversee video shoots and production. Create a wide range of pieces, from 30-second social media clips to multi-interview stories
- **SOCIAL MEDIA MANAGEMENT** | Manage organizational Twitter, LinkedIn, and Facebook accounts. Tweak strategy based on changes in best practices and analytics
- **WEBSITE MANAGEMENT** | Assist with page updates and builds on WordPress-hosted site
- **GRAPHIC DESIGN** | Create graphics for social media

Fuqua School of Business *Jan. 2018 to Nov. 2018*
Marketing & Communications Associate

- **MARKETING** | Created lead nurture campaigns to attract prospective students for six graduate programs
- **CONTENT DEVELOPMENT** | Managed and edited student bloggers, and ghostwrote blog content for staff
- **METRICS ANALYSIS** | Created and delivered presentations on campaign performance and site traffic

Duke Innovation & Entrepreneurship Initiative
Communications Specialist *Oct. 2016 to Jan. 2018*

- **CONTENT DEVELOPMENT** | Created news stories for external channels. Redesigned newsletter to be more user-friendly
- **SOCIAL MEDIA MANAGEMENT** | Managed organizational Facebook, Twitter, and LinkedIn accounts
- **WEBSITE MANAGEMENT** | Implemented content updates from across the organization via WordPress-hosted site
- **GRAPHIC DESIGN** | Created graphics for social media and the newsletter, as well as digital signage to promote events or new course offerings

The Herald-Sun *Aug. 2014 to Oct. 2016*

- **NEWSWRITING** | Functioned as sole reporter for Orange County, covering everything from government meetings to community events
- **SOCIAL MEDIA MANAGEMENT** | Started Twitter account for Orange County news