

Jesseka Kadylak

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JK

Experience

Taft Communications • Dec. 2015 – present

Social Media Manager

Successfully support communication plans for clients through social media audits, strategy development, account management, blog posts, website content and digital marketing campaigns, in addition to creating engaging infographics. Compose and edit high quality editorial content. Measure growth and engagement through analytics and reports. Lead redesign of company website and manage other web projects. Clients span several sectors including energy and environment, health and life sciences, education and public policy.

University of Delaware • Feb. 2015 – June 2015; Feb. 2016 – June 2016

Professor, Multimedia Journalism

Through lectures, interactive presentations and hands-on activities, introduce students to the tools necessary to create multimedia news packages, including writing and reporting, basic web skills, social media concepts and audio and visual material. Students learn to capture and edit photos, video and audio, and present them in a compelling way that engages an online audience.

KIWI magazine / May Media Group, NJ and NY • Aug. 2014 – Nov. 2015

Web Editor • Digital Marketing Manager

Astute editor with web production and editorial experience. Specializing in topics and news for naturally-minded parents, social media and user engagement. Lead redesign efforts for kiwimagonline.com. Create and execute initiatives to make content user-focused, vibrant and compelling. Compose web TOC for KIWI magazine, organize web touts and online extras. Write, edit original content and create headlines using SEO practices. Coordinate contests and digital marketing campaigns. Design graphics to promote content. Create web editorial calendar and implement production timelines. Oversee creation and deployment of newsletters.

hibu, King of Prussia, PA • May 2013 – April 2014

Publication Manager: Bucks County, Montgomery County area

Editor of seven, 32-40 page publications focusing on hyper-local/community news. Solicit submissions from community members, business, organizations, schools, etc. Write and edit in AP Style. Publication layout using InCopy, Content Station.

Patch, Kensington, MD; Philadelphia, PA • June 2010 – April 2013

Local Editor: Kensington.patch.com, Northampton.patch.com, Bensalem.patch.com • Editor: Philadelphia region

Savvy editor with web production and editorial experience. Specializing in hyper-local/community news, user engagement and social media, successfully implementing HQ initiatives while adding personal touch to make content user-focused, dynamic and informative. Cover breaking news, crime, city council, special events, arts and culture while managing a freelance team and budget. Experience in HTML, web design, Photoshop, iMovie, Final Cut Pro and content management systems. Write and edit in AP Style and create headlines using SEO practices. Manage social media campaigns. Organize marketing events to increase awareness of Patch.

American University, Washington, D.C. • July – Aug. 2012; July – Aug. 2009

Teaching Assistant: Journalism graduate program boot camp course

Assist professors with graduate course. Teach lessons on Photoshop, FlipCams, WordPress. Create and maintain class blog while helping with grading, editing and other support. On hand to troubleshoot Final Cut, Garage Band, Photoshop issues with students. Coordinate field trips to State Department, Capitol and National Zoo.

USA Today, Dulles, VA • Jan. 17 – 19, 2009; May – August 2008

Stringer • Entertainment Intern

Highlight celebrities in town for President Barack Obama's Inauguration and corresponding celebrations. Interview celebrities, research and report for Life section. Print and online bylines.

Washingtonian.com, Washington, D.C. • Sept. 2008 – Aug. 2009

Freelance Contributor • Online Editorial Intern

Create dynamic and engaging online content to supplement magazine content. Experience in HTML, Photoshop, iMovie, InCopy and custom CMS. Produce man on the street videos. Launch music blog.

Stereosubversion.com, New York, NY • Nov. 2008 – Oct. 2010

Staff writer

Shine light on musicians, filmmakers by focusing less on genre and popularity and more on meaningful culture.

BmoreLive, Baltimore, MD • Aug. 2008 – Oct. 2008

Contributor

Feature articles on bands before local performances.

American University, Washington, D.C. • Sept. 2007 – May 2008

Teaching Assistant

Teach lesson on Blogs & Dynamic Sites, instructing students to create/build WordPress sites. Lead session on editing photos for web using Photoshop. Design and develop website for Interactive Journalism class.

Cleveland.com, Cleveland, OH • April 2006 – June 2007

News/Entertainment Producer • Calendar Editor

Employee of the month for Sept. 2006. Manage homepage, news, business, entertainment, calendar sections and special pages (write headlines, choose photos and summarize content using SEO practices). Recode, rebuild and reprocess morning feed. Launch rock blog, vlog. Proficient in FTP, HomeSite, HTML, Photoshop, iMovie.

CMJ, New York, NY • Aug. 2005 – Jan. 2007

Freelance Contributor • Charts • Editorial Intern

Review albums for CMJ New Music Monthly and New Music Report. Compile charts for use in Rolling Stone, CMJ publications. Create engaging content for newsletters. Coordinate with staff for four-day music festival.

Pittsburgh City Paper, Pittsburgh, PA • Fall 2004

Editorial Intern

Highlight and review local events, plus feature top records and singles from local stores and stations.

Education

American University, School of Communication, Washington, D.C. • Aug. 2008

Master of Arts, Public Policy Print Journalism

Publish weekly online editions of The American Observer. Create HTML, CSS for Oscar-themed special section. Proficient in Photoshop, DreamWeaver, WordPress. Edit elections project for Washingtonpost.com.

Duquesne University, Pittsburgh, PA • May 2005

Bachelor of Arts, Communications and Rhetorical Studies with a focus in Journalism; English

Double major. Lambda Pi Eta; Dean's List, Fall 2002-2005; Lauritis Journalism Scholarship; Society of Professional Journalists, 2004-2008; Student mentor.

Duquesne University, Italian Campus, Rome, Italy • Spring 2004

American University, Washington Semester Program, Washington, D.C. • Spring 2002

Skills

Social media management (Facebook, twitter, foursquare, Instagram, Pinterest, Hootsuite, Buffer), Movable Type, WordPress, AP Style, digital marketing, HTML, CSS, user engagement/community building, SEO strategies, Microsoft Office, InCopy, Photoshop, DreamWeaver, HomeSite, Audacity, Garage Band, Sound Slides, Key Note, iMovie, Final Cut, Marketo, Google Analytics, Google AdWords, Omniture, Chartbeat, Meltwater, Cision, Mac and PC proficient. Strong written and oral communication skills. Quick learner. Extremely motivated. Team player.