

# KATHERINE KIESSLING

she/her/hers

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[www.katkiessl.com](http://www.katkiessl.com)

## EXPERIENCE:

### Arts and entertainment writer - Times Union - Albany, NY (Jul. 2022-present)

- Report, pitch and write on arts and culture in the Capital Region through breaking news stories, features, profiles and obituaries
- Package stories for digital publication through WCM with a focus on SEO optimization
- Continually grow and maintain a network of sources within the Capital Region arts and culture scene
- Stay in-the-know of arts and culture news and trends locally and nationally
- Collaborate with the features and digital teams on larger editorial projects
- Regularly confer with editors on story status, directions, deadlines and sourcing
- Cover breaking news outside of the arts and entertainment beat through regular weekend news desk shifts
- Shoot and edit coordinating photos as needed
- **Award(s):** Second place in feature writing for "Meet the monsters roaming Capital Region haunted sites," New York Press Association

### Freelance journalist (Jul. 2021-Jul. 2022)

- Pitch and report on arts and culture, specializing in theater, television, film and popular culture
- Write critical reviews, essays, features and profiles
- Shoot and edit coordinating photos or design graphics as needed
- Provided additional reporting and research support for the New York Times feature, "What Makes a Movie the Greatest of All Time?"
- Bylines include [syracuse.com](http://syracuse.com)/The Post-Standard, Rochester City Newspaper, CNY Magazine, Charleston City Paper and The NewsHouse
- **Award(s):** Best illustration for "The Silence of the Lambs: a most unexpected Valentine's Day film," Society of Professional Journalists Merit for Excellence Awards, Region 1

### Social Media Lead - The NewsHouse - Syracuse, NY (Dec. 2021-May 2022)

- Promote published stories on Twitter, Instagram and Facebook
- Create supplemental graphics
- Analyze metrics to improve audience engagement
- Oversee rotations of social media producers, including proofing social copy for AP Style, accuracy and branding.

### Digital Producer - The NewsHouse - Syracuse, NY (Aug. 2021-May 2022)

- Pitch and report stories on arts, culture and lifestyle news in and around Syracuse University
- Package stories for digital publication in WordPress
- Analyze website traffic metrics
- Assist with social media via Facebook, Twitter and Instagram

### Director of Education - The Levoy Theatre - Millville, NJ (Nov. 2019-April 2021)

- Planned, budgeted and executed the dual county Cumberland & Cape May Counties Teen Arts Festival. Coordinated festival logistics including hiring teaching artists and adjudicators; communicating with schools; overseeing school registration; adjudication submissions; planning out workshop and adjudication schedule; coordinating local media coverage; maintaining the festival website; and communicating with the NJ State Festival. Doubled registration in my first year and successfully executed a virtual festival my second.
- Planned and budgeted The Levoy's annual Summer Camps for students age 7-17. Tasks included hiring staff; choosing shows and applying for production rights; overseeing registration; communicating directly with parents; tracking tuition payment; coordinating camp resources between two buildings; and serving as the camps' administrator, monitoring the teaching standards of the lead instructors.
- Organized and executed The Levoy's Daytime Series of educational programming. Tasks included surveying teachers for show options; booking touring performances for the upcoming school year; advertising field trips to schools and overseeing registration; developing study guides as needed for shows; creating seating charts for performances; and overseeing a team of volunteers and theater staff.

## EDUCATION:

### Syracuse University June 2022

S.I. Newhouse School of Public Communications  
Master of Arts, Goldring Arts Journalism & Communications

**Award(s):** Newhouse Graduate School Award

### Rowan University May 2016

College of Performing Arts, Summa Cum Laude  
Bachelor of Arts, Theatre Arts

*Concentrations: Pre-Teaching; Acting & Directing*  
Bachelor of Arts, Dance

**Award(s):** Joseph Robinette Excellence in Theatre & Dance

## SKILLS:

AP Style  
Critical, feature, profile and news writing  
WordPress, Wix, WCM  
Mailchimp, Constant Contact  
Grant writing  
HTML & CSS  
Airtable, Slack  
Canva  
Adobe XD, InDesign, Lightroom and Photoshop  
Microsoft Office Suite; Google Drive Suite  
DSLR Photography  
Twitter, Instagram, Facebook, Snapchat  
New York State Drivers License & US Passport