

# KATHERINE KIESSLING

she/her/hers

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

## EXPERIENCE:

### Freelance journalist - Central New York (Jul. 2021-present)

- 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 as needed.
- Bylines include [syracuse.com](http://syracuse.com)/The Post-Standard, The NewsHouse, Rochester City Newspaper and CNY Magazine

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

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

### Graduate Assistant - Office of Graduate Programs, Newhouse - Syracuse, NY (Sept. 2021-present)

- Coordinate team of student bloggers to produce content for Newhouse Insider
- Manage @newhousemasters Twitter, Instagram and Facebook
- Communicate with prospective students to answer admissions questions, coordinate tours and schedule program director meetings
- Create supplemental office and marketing material using Adobe InDesign

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

- 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. Coordinate festival logistics including the hiring of 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 attendance 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 include 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

### Marketing Assistant & Social Media Manager - The Levoy Theatre - Millville, NJ (Oct. 2018-Jan. 2020)

- Created and executed marketing plans for Facebook, Instagram and Twitter.
- Designed supplemental content including show-specific graphics, short video clips and rehearsal footage.
- Wrote and submitted press releases for various programming.
- Managed the Facebook advertising campaign for The Levoy, including creating and executing ad campaign schedules, collaborating with the design team and artists' reps on content, researching target demographics, studying ad analytics to improve strategy and managing a social media marketing budget
- Developed a radio advertising schedule, scheduled spots with local stations and wrote scripts.
- Wrote and scheduled emails via Constant Contact to members, season subscribers and email contact lists

## EDUCATION:

### Syracuse University

S.I. Newhouse School of Public Communications

Master of Arts Goldring Arts Journalism & Communications

June 2022

### Rowan University

College of Performing Arts

Bachelor of Arts Theatre Arts

*Concentrations: Pre-Teaching; Acting & Directing*

Bachelor of Arts Dance

May 2016 Summa Cum Laude

Joseph Robinette Excellence in Theatre and Dance

Medallion Recipient

## SKILLS:

AP Style

Copyediting

Critical, news and feature writing

WordPress, Wix

Mailchimp, Constant Contact

Grant writing

HTML & CSS

Canva

Adobe XD, InDesign, Lightroom and Photoshop

Microsoft Office Suite; Google Drive Suite

DSLR Photography

Twitter, Instagram, Facebook, Snapchat, TikTok

New Jersey State Drivers License & US Passport