

Caitlin Kerfin

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JOURNALISM EXPERIENCE

York Daily Record ◆ York, Pa.
Health and religion reporter

Jan. 2015 -
present

- ◆ Wrote features and news stories on religion with the opportunity to cover the Pope's visit to Philadelphia
- ◆ Wrote features and news stories on health with special coverage on the issue of vaccines in schools. Coverage led to state saying student vaccine data is unreliable and is now working on a solution
- ◆ Covered general assignments as needed including cops shifts and some entertainment news
- ◆ Managed contributors and wrote posts for the No Sweat York blog. Planned and executed seasonal fitness classes for the community

Bass Pro Shops ◆ Columbia, Mo.
Social media manager

April 2013 -
Dec. 2014

- ◆ Increased Facebook page likes by nearly 5,000 in one year
- ◆ Created and managed Twitter, Pinterest, Youtube accounts
- ◆ Planned, executed special events while managing promotions staff members
- ◆ Wrote blog posts gaining corporate special recognition
- ◆ Wrote and sent press releases to local media, coordinated interviews and event coverage

Columbia Missourian ◆ Columbia, Mo.
Teaching assistant, reporter, copy editor, designer

Jan. 2013 -
Dec. 2014

- ◆ Enterprise beat reporter, GA reporter writing on deadline
- ◆ Created infographics to accompany stories, edited stories
- ◆ Wrote headlines for SEO and print, wrote social media posts
Designed front page and sports front page
- ◆ Taught students to use Indesign and create a newspaper

Sun-Times Media Group ◆ Tinley Park, Ill.
Editorial Intern

May 2011 -
Jan. 2012

- ◆ Wrote advertorials and stories for Niche Publications published in the Post-Tribune and the Southtown Star
- ◆ Formatted and edited stories and page designs
- ◆ Created a calendar for all publications to use to improve organization and communication as a company

EDUCATION

Missouri School of Journalism

- ◆ Bachelor of Journalism in Print and Digital News, emphasis in news editing
University of Missouri ◆ Columbia, Mo.
 - ◆ Bachelor of Arts in Religious Studies
 - ◆ Multicultural Certificate
December 2014
- Dean's list College of Arts and Science

LEADERSHIP

RNA Membership Committee

Mentorship subcommittee chair
April 2015- present

- ◆ Email new members, help committee plan events and communicate with members
- ◆ Created a mentorship program to provide more support to newer members and create stronger relationships among veteran journalists and newer ones

Alumna of Tri Sigma

SKILLS

- ◆ Wordpress/Blogger
- ◆ InDesign
- ◆ Illustrator
- ◆ Photoshop
- ◆ Microsoft Office Suite
- ◆ HTML
- ◆ Social media managing
- ◆ Final Cut ProX

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