

KAYLEE SCIACCA

ONLINE JOURNALIST & PR STUDENT

CONTACT

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EDUCATION

**NORTH CAROLINA CENTRAL
UNIVERSITY, DURHAM, N.C.**

B.A. in Mass Communication
Public Relations concentration
Geographic Information Systems minor
Degree anticipated in 2019

AWARDS & HONORS

**SOUTHERN REGIONAL PRESS
INSTITUTE @ SAVANNAH STATE U**

Outstanding Sports Writing
(Large University Division)
2017: 1st place
2018: 2nd place

N.C. CENTRAL UNIVERSITY
"Soaring Eagle" academic full-ride
scholarship recipient

**LAMBDA PI ETA NATIONAL
COMMUNICATION HONOR SOCIETY**
Spring 2017 inductee
Alpha Alpha Kappa chapter
2017-18 vice president

SOFTWARE SKILLS

- Adobe Creative Suite (InDesign, Lightroom, Premiere Pro)
- WordPress
- Microsoft Office 2016 (all programs)

WORK EXPERIENCE

CAMPUS ECHO, CO-EDITOR-IN-CHIEF

- Promoted from Staff Reporter/Photographer for the 2017-18 academic year
- Trains fellow undergraduate students in areas including copy editing and multimedia production

BULL CITY DOC SQUAD, PUBLICIST

- Compiled archival footage/audio as a production assistant on 'Nothing But Love in God's Water' (2017)
- Designed and currently manages the BCDS website/press kit catalog

DURHAM SPORTS COMMISSION, SUMMER SOCIAL MEDIA INTERN

- Prepared comparative analysis spreadsheets and case study documents for prospective clientele
- Created branded content for ongoing marketing campaigns