

# STACEY FEDEROFF

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## Skills and Proficiencies

- Expert project management skills
- Expert communication skills
- Fundamentals of Web and graphic design
- Proficient social media monitoring and SEO
- Expert public speaking and interpersonal skills
- Superior research and analysis skills
- Fundamentals of shooting and editing photography and videography
- Superior at handling sensitive live situations

**Proficient in** Adobe Creative Suite including Premiere, Photoshop and InDesign; Microsoft Office including Word, Powerpoint and Excel; Canva; Cision; Meltwater; Social media platforms including Twitter, Instagram, Facebook, and TikTok; Social media management software Hootsuite, Sprout Social and Social News Desk; iMovie; Associated Press style; QuarkXpress; Wordpress, Movable Type and Blox content management systems; Weebly website building platform

## Selected Work and Project History

**Part-Time Faculty Instructor** *Point Park University, Pittsburgh, PA* August 2020 – present

- Teach hyflex (online and in-person) JOUR 150 Intro to Journalistic Writing and Editing in twice-weekly hour-long sessions for about 12 students.

**Communications Intern** *Mindful Kreative, Pittsburgh, PA* May 2020 – November 2020

- Developed social media content and calendars; wrote, edited, designed content and concepts for internal and external communications; and pitched story ideas for media placements with agency team to serve clients such as Gateway Health, Guardian Storage and Mainstay Life Services.

**Public Relations Intern** *Carnegie Mellon's Tepper School of Business, Pittsburgh, PA* May 2019 – August 2019

- For marketing department, developed social media strategies to best represent online voice in higher education environment; grew average Twitter engagement by 80 percent; recorded social media KPIs; planned, shot and edited social media video; collaborated with team on social media content.
- Crafted web stories; drafted quotes for faculty; compiled media reports; developed PR pitch ideas; retained on freelance basis beyond summer.

**Graduate Assistant** *Point Park's Center for Media Innovation, Pittsburgh, PA* August 2018 – present

- Manage, write, design and publish social media and other marketing collateral for the Center, leading to a 14 percent increase in Facebook followers.
- Conceptualized, designed and compiled monthly email newsletter with an average 28 percent open rate after a year's worth of editions.
- Teach educational hour-long workshops for high-school and college students on the basics of journalism and media literacy; 20 completed so far.
- Plan and promote events for professionals, current and potential Point Park students, including biannual high-school conference with 250 attendees.

**Freelance Writer, Editor and Event Planner** *Various clients* August 2018 – present

- Work with clients such as Allegheny Airport Authority's *Blue Sky News*, *Edinboro University* and its *Boro* magazine, *Pittsburgh* magazine, *WQED-TV*, *Trib Total Media*, *The Incline*, *Pittsburgh Business Times*
- Planned, promoted and emceed *Dis/Ability Symposium* event with Unabridged Press featured 11 speakers programmed with about 40 attendees
- Pitch and report stories on a variety of topics, including one story picked up by Associated Press that ran on 23 outlets' websites
- Edit and proofread copy; contribute design, content and strategy ideas to long-term contracted projects.

## Education

**Point Park University**, Pittsburgh, PA  
August 2018 – May 2021 (expected)

Master of Business Administration &  
Master of Arts in Media Communication (Public Relations), 3.87 GPA  
▪ Chosen for online [Student Spotlight](#) (June 2020)

**Penn State University**, University Park, PA  
May 2006 – December 2009

Bachelor of Arts in Journalism,  
Minors in Sociology and Women's Studies, 3.86 GPA (magna cum laude)

## Selected Awards and Appointments

- [Renaissance Rising Star Award](#), *PRSA Pittsburgh* (January 2020)
  - Selected as young professional with outstanding potential
- [Web Content Manager](#), *PRSA Pittsburgh Board of Directors* (2020)
- [Community Partner Award](#), *Mon Valley Initiative* (October 2019)
  - Recognized for leadership of West Newton Avenue of Flags
- [Keystone Multimedia Workshop participant](#), *Penn State* (June 2019)
- [President](#), *Graduate Student Association* (September 2019 – present)
- [President](#), *Women's Press Club of Pittsburgh* (September 2014 – present)
- [Communications Manager](#), *West Newton Avenue of Flags* (April 2012 – present)
- [Zombie Pickle haunt actor](#), *ScareHouse* (September – November 2018, 2020)