

# STACEY FEDEROFF

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## Skills and Proficiencies

- Social media monitoring, SEO and campaigns
- Expert written, verbal and multimedia skills
- Web and graphic design basics
- Expert project management skills
- Superior public speaking and interpersonal skills
- Superior research and analysis skills
- Photography and videography
- Shooting and editing fundamentals
- Practiced in handling sensitive live situations

**Proficient in** Hootsuite, Twitter, Instagram, Facebook, SnapChat, TikTok, Sprout Social, Social News Desk, Adobe Premiere, Photoshop and InDesign, iMovie, Canva, Cision, Meltwater, Associated Press style, QuarkXpress, Movable Type and Blox content management systems, Weebly, Wordpress

## Relevant Work and Project History

### **Communications Intern** *Mindful Kreative*, Pittsburgh, PA

May 2020 – present

- Develop social media content and calendars; write, edit, design and contribute to content and concepts for internal and external communications; and pitch story ideas for media placements with agency team to serve clients such as Gateway Health, Guardian Storage and Mainstay Life Services.

### **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 email newsletter with average 32 percent open rate in first five months.
- 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.

### **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 mentions; developed PR pitch ideas; retained on freelance basis beyond summer.

### **Freelance Writer & Editor** *Various clients*

August 2018 – present

- Work on contracted, multi-week projects writing and editing for Edinboro University, Pittsburgh magazine and WQED.
- Pitch and report stories for Pittsburgh outlets on a variety of topics, including one picked up by Associated Press and run by more than 30 outlets.
- Promote work through social media and traditional media channels, representing client outlets.

### **Digital Producer** *Pittsburgh Business Times*, Pittsburgh, PA

September 2017 – August 2018

- Managed social media, including Facebook Live weekly series, prompting 22 percent increase in Facebook followers; led daily pitch meeting when necessary; worked closely with managing editor; edited and published copy; designed slideshows; wrote and aggregated stories.

### **Production Desk Editor** *Calkins Media*, Beaver, PA

November 2015 – September 2017

- Published and designed content for social media platforms, including a revived Instagram account that saw 32 percent follower increase.
- Produced or collaborated on multimedia elements; pitched, planned and wrote stories; edited copy, proofread and designed pages.

### **President & Programming Chair** *Women's Press Club of Pittsburgh*

September 2014 – present

- Created, and maintain, online and social media presence; plan and promote 10-12 professional development events per year with up to 100 attendees.

### **Communications Manager** *West Newton Avenue of Flags*

April 2012 – present

- Created, and maintain, website and Facebook page with organic reach of up to 6,300 people; publicize annual event, including 2018 coverage by WPXI-TV; 2016 front-page *Pittsburgh Post-Gazette* photo; conceptualized and promoted fundraising campaigns in 2014 and 2019.

### **Staff Reporter** *Trib Total Media*, Greensburg, PA

January 2010 – November 2015

- Developed story ideas and source relationships; wrote and edited stories; served as weekly editions' acting editor when necessary.

## Education, Selected Awards and Appointments

### **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

President, Graduate Student Association (September 2019 - present)

### **Penn State University**, University Park, PA

May 2006 – December 2009

Bachelor of Arts in Journalism, magna cum laude (3.86 GPA)

[Web Content Manager](#), PRSA Pittsburgh Board of Directors (2020)

[Renaissance Rising Star Award](#), PRSA Pittsburgh (January 2020)  
Selected as young professional with outstanding potential

[Community Partner Award](#), Mon Valley Initiative (October 2019)  
Recognized for work with West Newton Avenue of Flags

[Keystone Multimedia Workshop participant](#), Penn State (June 2019)

[Zombie Pickle](#), ScareHouse haunt actor (September and October 2018)

[Employee of the Month](#), Beaver County Times (June 2017)