

STACEY FEDEROFF

• 100 Elm St., Apt. A1, Pittsburgh, PA 15218
• 724-309-9687 • staceyfederoff@gmail.com
• @BySFederoff • staceyfederoff.com

Skills and Proficiencies

- Media relations with knowledge and network across Pittsburgh region
- Social media management and metrics
- Event planning and promotion
- Expert communication, interpersonal and writing skills
- Web and graphic design basics
- Photography and videography fundamentals

Proficient in Associated Press style, Adobe Premiere, Photoshop and InDesign, Social News Desk, Sprout Social, QuarkXpress, Movable Type and Blox CMS programs, Wordpress, iMovie, Cision, SnapChat, Facebook, Instagram, Twitter, Hootsuite

Relevant Work and Project History

Public Relations Intern *Tepper School of Business, Pittsburgh, PA*

May 2019 – present

- Developed story ideas for PR pitches, drafted and wrote social posts, recorded social media KPIs, acted as production assistant on video shoot; planned, shot and edited video about entrepreneurship.

Freelance Writer & Editor *Various businesses, Pittsburgh, PA*

August 2018 – present

- Work with editors for places like Pittsburgh magazine, WQED, Trib Total Media, The Incline, Pittsburgh Business Times
- Pitch and report stories on a variety of topics, including one picked up by Associated Press that ran on more than 30 outlets' websites
- Promote work through social media and traditional media channels, representing client outlets

Graduate Assistant *Center for Media Innovation, Pittsburgh, PA*

August 2018 – present

- Work with the director and staff to plan and promote high-profile professional, student and public events.
- Write, design and publish social media and other marketing collateral for the Center.

Digital Producer *Pittsburgh Business Times, Pittsburgh, PA*

September 2017 – August 2018

- Managed social media to engage with readers, leading to 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 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

- Doubled membership; elected three times to voluntary position; planned and promoted 10-12 professional development events per year; largest featured up to 100 attendees; created and maintained online and social media presence.

Communications Manager *West Newton Avenue of Flags*

April 2012 – present

- Created and continue to maintain Facebook page; publicize annual event, including 2018 coverage by *WPXI-TV*; 2016 front-page *Pittsburgh Post-Gazette* photo; conceptualized, designed and promoted fundraising campaigns in 2014 and 2019.

Staff Reporter *Trib Total Media, Greensburg, PA*

January 2010 – November 2015

- Collaborated with editors to plan two weekly sections, often pitching and revising stories from concept to publication.
- Managed production of weekly editions as acting editor at various times, interacting with staff and leadership.

Education and Awards

Point Park University, Pittsburgh, PA

August 2018 – May 2021 (expected)

Master of Business Administration

Master of Arts in Communication (Public Relations)

Relevant Coursework Completed

- ✓ Writing for Public Relations
- ✓ Multimedia Production
- ✓ Marketing
- ✓ Public Relations for Non-Profit Organizations

Penn State University, University Park, PA

May 2006 – December 2009

Bachelor of Arts in Journalism, magna cum laude (3.86 GPA)
minors in sociology and women's studies

Pa. Women's Press Association Awards

First place rookie reporter (2012), first place general news (2012), first place religion (2016), second place profile (2017)

Times' Employee of the Month

June 2017

Recognized for creating initiatives and promoting Beaver County Times, willingness to volunteer for new projects, application of training knowledge, and positive attitude

Community College of Allegheny County, Pittsburgh, PA

December 2014

Web design certificate, 48 hours of continuing education instruction in HTML, CSS and website design