

# 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