

# Kelsey E. Thomas

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## Experience

Next City; Philadelphia, PA

Associate Editor – March 2017–Present

Assistant Editor – December 2015–March 2017

- Assign, edit and publish daily news blog content with a focus on urban policy, transportation, design and sustainability.
- Write and edit 11,000-subscriber daily email newsletter, write news posts as needed, help promote content across all social media channels, edit all sponsored content, copyedit company marketing materials and grant reports.
- Assist executive editor in managing and editing op-ed submissions and reported posts.
- Manage fact-checking for all features; copyedit and source art for features.
- Rewrite past feature headlines, subheadings and URLs to make more social media and SEO-friendly.

Editorial Assistant, Kinfolk Magazine; Portland, OR – March 2015–August 2015

- Pitched story ideas with a focus on slow living, interior design, lifestyle and entrepreneurship.
- Evaluated submissions, copyedited copy, managed social media accounts, assisted editors and generated print and digital copy.
- Researched and fact-checked various editorial projects, including *New York Times* best-selling interior design book *The Kinfolk Home*.

Editor-in-Chief, The Beacon; Portland, OR – Feb 2013–Dec 2014

- Oversaw daily and breaking news operations of the weekly print and daily digital student publication and its staff of 30.
- Implemented digital-first strategy: created a daily web presence, launched new website and The Beacon's first mobile app, rebranded social media platforms and implemented new social media strategy, doubling Facebook fans and Twitter followers.
- Navigated sensitive relationships with campus administrators.
- Top awards: Pacemaker Finalist, Associated Collegiate Press (2014); Apple Award for Best Newspaper, College Media Association (2015); 3rd place – Pinnacle Award, College Media Association (2014)

News Reporter Intern, The Mail Tribune; Medford, OR – Summer 2014

- Covered crime, courts, politics, education and community events for 50,000-circulation daily newspaper.
- Reported breaking and sensitive news stories, including an unexpected death and an ongoing court case; helped with election night social media coverage.
- Selected as one of 16 interns out of 73 applicants for the Charles Snowden Program for Excellence in Journalism.

Books Editorial Intern, Bustle.com; Remote – Summer 2013

- Pitched, researched and wrote enterprise essays, slideshows, reviews and interviews as one of the first writers for Bustle's books vertical and the only writer working multiple days a week; wrote SEO-optimized headlines and subheadings.

## Education

University of Portland; Portland, OR – Dec. 2014

*B.A., English | Minor: Philosophy*

University of Portland; Salzburg, Austria – Summer 2012

*Fine Arts, Global Politics*

## Other Nifty Skills

•Strong knowledge of AP Style •Strong knowledge of CMS and social media aggregators •Strong knowledge of digital reporting and new media trends •Working knowledge of Google Analytics •Very nice