



KAYLEIGH BARBER

EDITORIAL & WORK EXPERIENCE

ASSISTANT EDITOR

FOLIO: Magazine | February 2018 - Present

- Report on breaking news from the media industry by researching, interviewing, writing and editing articles. Organize the publication of articles on WordPress.
- Manage and schedule posts on the brand's social media pages to maximize readership engagement.
- Assist with planning and running brand events, like The FOLIO: Show, by organizing the event schedule, recruiting speakers, prepping event sessions, and reporting from the floor.

CONTRIBUTING WRITER

Practical Strategies for Technical Communication | October 2017

- Provided samples of traditional, creative and video resumes and cover letters for the forthcoming edition of "Practical Strategies for Technical Communication", ed. Stuart Selber

MARKETING INTERN

Penn State University Press | August 2016 - June 2017

- Assisted with projects for the marketing and rights departments, including writing copy, copy editing the company's spring catalogue, creating fliers, contacting potential buyers, and updating company databases
- Enhanced and updated social media pages, specifically the Pinterest page.
- Improved skills with InDesign, Adobe Suite and FileMaker

EDITOR-IN-CHIEF

Valley Magazine | December 2016 - May 2017

- Coordinated planning and publication of the 64-page Spring 2017 print edition
- Responsible for selecting and delegating article pitches, copy editing the entire magazine, selecting and interviewing the cover star, and writing the cover story
- Organized and led all meetings for the editorial staff and directors.
- Managed collaboration between the art, design, photography and editorial departments

WEB DIRECTOR

Valley Magazine | May 2016 - December 2016

- Coordinated the publication of online content including pitch-leading, delegating reporters to cover timely stories and editing articles
- Maintained communication and collaboration with the photography staff
- Worked with the social media team to attract increase viewers and sharing on the web page

ARCHIVAL AND RESEARCH ASSISTANT

Pennsylvania Center for the Book | September 2015 - May 2016

- Created a database through Microsoft Excel for the 78-year history of the Caldecott Award
- Conducted extensive research on the former award committee members
- Headed an archiving project for the research and writing of the book "The Nittany Lion: An Illustrated Tale"

EDUCATION

The Pennsylvania State University

August 2014 - May 2017

B.A. Digital & Print Journalism

B.A. English, concentrations in professional and media writing, creative writing

GPA 3.76, Cum Laude

CONTACT

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SOCIAL

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PROFESSIONAL SKILLS

AP Style

Chicago Manual of Style

Microsoft Office

InDesign

FileMaker

WordPress

Weebly

Copy editing

Web content development

Social media strategy

Layout design

Photography

Blog writing

WEBSITES

- www.kayleighbarber.com
- <http://www.foliomag.com/author/kbarber/>
- <http://www.valleymagazinepsu.com/author/kayleighbarber/>

HONORS

Sigma Tau Delta, Xi Zeta chapter | Founding Member International English Honor Society | Feb 2016 - Present

Kappa Tau Alpha, Member | National Honor Society for Journalism and Mass Communications Fields | Accepts the top ten percent of a graduating class in the College of Communications | Feb 2017 - Present