

Whitney Dawn Carlson

writer. editor. social media enthusiast. activist.

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EXPERIENCE

First Book, *Marketing and Communications Coordinator*

June 2018 — Present

- Write, edit, and maintain website and blog postings while coordinating with multiple teams and organizational partners.
- Run social analytic reports; make strategy changes to optimize results.
- Strategize and implement organic social media fundraising campaigns.
- Maintain day-to-day social posting while serving multiple teams.
- Assist five departments with internal and external communications, plus writing, editing, and social media needs.

Lansing State Journal, *Digital Producer*

October 2017 — May 2018

- Managed four Gannett websites in Michigan, worked with reporters, editors and photographers to improve appearance, maximize SEO and promote stories.
- Met deadlines, proofed print pages, and edited stories and headlines for grammar, accuracy, and SEO keywords.
- Managed social media accounts and monitored website traffic.
- Created audience-driven content with galleries, videos, and stories.

Chicago Collegiate Charter School, *Social Media and Marketing Manager*

April 2017 — November 2017

- Obsessed over metrics to improve efficiency of social media.
- Established and taught staff social media policy and best practices.
- Researched Facebook audience for targeted ads and boosted posts.

Chicago Tribune, *Social Media Editor*

May 2014 — November 2016

- Managed numerous social accounts with scheduled and live coverage.
- Trained staff on effective and efficient social media practices and created social strategies for investigative projects.
- Found peak times and responded to readers, increasing engagement.
- Created a Tumblr account, resulting in 10K followers in six weeks.

SKILLS — WEB

Twitter | Tweetdeck | Google+
Facebook | LinkedIn | Pinterest
Tumblr | Snapchat | Instagram
Reddit | Ello | YouTube | Vine
Foursquare | Swarm | Storify
ScribbleLive | CartoDB | Klout
Buffer | CrowdTangle | Canva
WordPress | Blogger | Wix
Squarespace | Wochit | HTML
Brightcove | Infogram | Slack
Chartbeat | Bit.ly | Omniture
Google docs, sheets, analytics
Hootsuite University Certified

SKILLS — PROGRAMS

Microsoft Office | Photoshop
InDesign | iMovie | P2P
Presto | NewsGate | AP
Newsroom

SKILLS — BASIC

AP Style | Editing | Writing
SEO | Research | Brand
management | Communication

EDUCATION

University of Nebraska-
Lincoln

Bachelor's: Journalism and
Mass Communications

Minors: English, Political
Science, Sociology