

Kristin Higgins

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EDUCATION

Miami University, Oxford, OH

Bachelor of Arts in Mass Communication (May 2011)

Minor: European Area Studies

GPA: 3.6/4.0 GPA in Major: 3.7/4.0

Dolibois European Center, Luxembourg (Spring Semester 2009)

Academic Highlights: public relations, social media marketing, copywriting, electronic journalism, intercultural communication, mass media technology (video production, camera operation, video editing, ect.), mass communication theory and criticism.

MARKETING & MEDIA EXPERIENCE

Interactive Media Intern, The E.W. Scripps Company & WCPO-TV Cincinnati, OH (Summer 2010)

- Wrote press releases and copy for Facebook and Twitter to promote new projects and draw in page views
- Researched, interviewed and wrote news articles for kypost.com, cincyschoolzone.com and wcpo.com (including an article that received the second highest page views of the day and was nationally syndicated)
- Created a new web segment that incorporated weekly reporting, editing, and writing for wcpo.com
- Developed and populated an internal wiki for The E.W. Scripps Company to be used as a company-wide resource for tips, pitfalls, fixes, and policies that streamlined the workflow

Marketing Intern, Lessiter Publications, Brookfield, WI (Summer 2009)

- Created over 600 web pages to increase search engine optimization
- Assisted in creating emails and mail pieces to boost magazine subscriptions
- Analyzed email data to determine the most successful marketing campaigns
- Organized online store information to maximize ease and efficiency

Assistant Publications Director, Public Relations Student Society of America, (2010- Present)

- Research, conduct interviews and write articles for the monthly newsletter *PRemiere*
- Produce story ideas, edit articles and blog posts and design the layout for the newsletter

Reporter, Miami Television News Network (2009- Present)

- Create news packages by conducting interviews and operating the camera
- Write and edit news stories for the bimonthly news show

WORK EXPERIENCE

Lifeguard and Pool Manager, Cincinnati Pool Management, Cincinnati, OH (Summers 2007-09)

- Trained 10 new lifeguards on the skills and responsibilities of lifeguarding
- Supervised over 30 children during swim team practice, swim team meets and swimming lessons
- Managed the upkeep and maintenance of the pool area

CAMPUS LEADERSHIP

Undergraduate Assistant, Intro to Mass Communication (Fall 2009)

- Led two groups of students in topic development, research and editing for a group research project
- Helped reaffirm course concepts during office hours

Vice President, Luxembourg Club (2009- Present)

- Help promote the Luxembourg study abroad program by planning and organizing events and fundraisers
- Advertise club events through email, Facebook, posters and fliers to bring over 200 alumni together

HONORS AND AWARDS

Miami University Dean's List (Fall 2008, Spring 2009, Fall 2009, Spring 2010, Fall 2010)

Honorable Mention for Outstanding Speaker, Communication Showcase (Fall 2008)

Goodyear International European Center Scholarship (2008)

Félix Chomé Scholarship (2008)

Kaiser Family Scholarship (2007)

SKILLS

Proficient in InDesign, PhotoShop, Dreamweaver, Publisher, Final Cut Pro, Audacity
Conversational French