

KAITLYN YARBOROUGH

WEBSITE

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MOBILE

229.854.4966

EXPERIENCE

INTERN—Business Insider

New York, NY

June-Aug 2016

I worked with the Lists & Rankings team at Business Insider, a leading digital news publication, on large feature stories, including the Silicon Valley 100 list. I was responsible for writing and publishing articles on the CMS, as well as selecting the best pictures, tags, headlines, and meta descriptions for each piece to fit its national audience.

STAFF WRITER—The Red and Black

Athens, GA

Aug 2015-Present

I write articles for the Culture section of The Red and Black, an independent student-run newspaper at UGA. I report and interview extensively in the Athens community concerning local businesses, events, and issues with the goal of informing the student population.

CONTRIBUTOR—The Odyssey

Athens, GA

Aug 2014-May 2016

I contributed articles focusing on pop culture and news targeted at a millennial audience based at over 70 universities across the nation. I honed skills in utilizing interactive media along with content to attract my target audience, such as gifs and creative infographics.

PR INTERN—The Mayfield Group

Tallahassee, FL

June-Aug 2015

I managed two lifestyle brands and their outreach to leading publications and bloggers in order to increase their media presence. I created and kept updated key spreadsheets used by the public relations firm to organize their clients' progress.

EDUCATION

THE UNIVERSITY OF GEORGIA

Grady College of Journalism and Mass Communication

Class of 2017

GPA: 3.91/4.00

Major: Journalism

Certificate: New Media

Minor: Communication Studies

COX-SABEW Fellow

May 2016-Present

- Selected by the Cox Institute to attend the Society of American Business Editors and Writers conference on business journalism in New York to meet with leading journalists in the field

ONA/SPJ Liasion

Jan 2016-Present

- Assist the campus chapter of the Online News Association/Society of Professional Journalists with meetings and recruitment
- Organize guest lectures and networking events for student members

MOBILE NEWS LAB—Student Leader

Aug 2016-Present

- Developing a multimedia story using the latest media technologies such as Facebook Live and Snapchat Discover
- Leading the other student groups through the program and organizing meetings and speakers

NEW MEDIA CAPSTONE

Jan-May 2015

- Utilized my coding and graphic design skills to create the designs and beta versions of our website and iOS app that incorporates virtual reality and social dating

TRAVEL WRITING IN PRAGUE—Study Abroad Program

May 2015

- Developed two publishable short and long form stories within a four week period with multimedia elements

SKILLS

Excel
Photoshop

Indesign
Wordpress

CMS syndication
Coding