




KELLY DOYLE

MULTIMEDIA JOURNALIST | CONTENT CREATOR

CONTACT

 503-881-6470
 klydyl.6@gmail.com
 Portland, Oregon

EDUCATION

SPORTS JOURNALISM BACHELOR OF ARTS

Arizona State University | Walter
Cronkite School of Journalism and
Mass Communication

2015 - 2019

SKILLS

Content strategy/creation
Copywriting/copyediting
Social media management/marketing
Adobe Creative Suite
Digital publishing/CMS
News reporting/production
Sports reporting/production
AP Style
SEO/Google Analytics
Audience development strategy

REFERENCES

TIM STEELE
503-464-0767

SHULY WASSERSTROM
503-869-9520

AJ MCCORD
858-472-8450

SUMMARY

Driven multimedia journalist and content creator with experience covering local and national news, along with high school, collegiate and professional sports. Passionate storyteller with excellent communication and honed social media management skills, along with audience development strategy and SEO experience.

EXPERIENCE

AUDIENCE DEVELOPMENT MANAGER

KOIN 6 News
NOV 2021 - PRESENT

- Social media, SEO and distribution management for KOIN's digital properties
- Management of producers, reporters and videographers on both the broadcast and digital sides of the newsroom.
- Curation and implementation of best practices for the digital team to increase page views.
- Assist sales department with social media advertisements.
- Responsible for the copyediting of numerous articles each day.

DIGITAL CONTENT PRODUCER

KOIN 6 News
JULY 2019 - NOV 2021

- Covered politics, civic affairs, crime, sports and more on local and national levels, often in breaking news scenarios.
- Helped manage and produce daily copy for multiple digital platforms.
- Collaborated with reporters and producers to determine assignments, construct articles and create social content.
- Assisted in development and execution of new social and digital strategies.
- Digital team received first place for 'Digital Presence' in the 2019 APTRA Awards.
- Promoted to a managerial position after two and a half years.

DIGITAL SPORTS REPORTER

Cronkite Sports Bureau
JAN 2019 - MAY 2019

- Reported on and created content for high school, collegiate and professional sports.
- Assisted with editing and production in both digital and broadcast departments.
- Published social media posts for various platforms.