

KAITLYN BEICKEL

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KaitlynBeickel.com

EXPERIENCE

Assistant Director of Communications August 2023- Present

Arizona State University

- Leads storytelling efforts with an emphasis on digital media for Arizona State University's Educational Outreach and Student Services.
- Writes articles and marketing copy, create social media content and strategy, builds and sends marketing emails through Salesforce, plans and gives creative direction on staged marketing photo shoots, covers events with photography and prepares analytic reporting.
- Serves as a team leader and mentor for student employees, handles student hiring, budgeting and purchase orders. Plans semester-end team celebrations, birthday cards for staff and leads monthly team meetings.

Editor-in-Chief May 2021 - August 2023

ICONIC LIFE Magazine

- Joined the luxury magazine as a freelance writer May 2021, hired full-time as Editorial Manager Nov. 2021, promoted to Editor-in-Chief March 2023.
- Planned and executed an editorial calendar with daily digital article postings and 10 print issues per year. Wrote many articles, press releases and marketing materials, while editing every writer submission. Managed and creative directed editorial photo shoots.
- Led weekly team meetings and coordinated with a team of freelance writers.
- Managed the back-end website CMS and implemented SEO best practices, designed and wrote three weekly editorial email newsletters in MailChimp.

Social Media Specialist Aug 2020 - Nov 2021

StrongMind / Primavera Online

- Planned, wrote, designed graphics and scheduled social media for several online schools.
- Responded to comments and messages on social media — Facebook, Instagram, Tik Tok, Twitter and Google My Business.

Marketing Communications Specialist May 2019 - April 2020

Spear Education

- Researched and wrote marketing collateral, crisis communications, emails and landing pages for the top dental continuing education school.
- Managed the Spear Digest blog, interviewing sources, writing blog posts and editing technical writing submissions from dentists and other contributors.

Social Media Specialist June 2016 - May 2019

Reputation.com

- Managed social media content strategy, creation and community management for clients of Reputation.com, spanning multiple industries.
- Promoted from Social Media Coordinator to Social Media Specialist.
- Awarded the company "Reputation Rock Star of the Quarter" award.

EDUCATION

Bachelor of Arts in Journalism and Mass Communication

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

Estrella Mountain Community College

COLLEGE INTERNSHIPS

- Reporter | Ahwatukee Foothills News
- Reporter | East Valley Tribune "Get Out"
- PR Content Writer | Crawford & O'Brien Marketing
- Content Writer | EmpowHER

SKILLS

- Copywriting and Editing
- Marketing and Communications
- Social Media and SEO
- Adobe Suite, Google Suite
- Analytics and Reporting
- Storytelling and Photography
- Team Leadership

AWARDS

- Reputation Rock Star of the Quarter, Q3 2017 Reputation.com
- Luxury Lifestyle Awards, Top 50 Best Luxury Media in the World for 2023 ICONIC LIFE Magazine
- EDDIE Awards, Best Full Issue in the News ICONIC LIFE Magazine, April /May 2023 Issue
- EDDIE Awards, General Interest category ICONIC LIFE Magazine