

# DANIELLE KIRSH

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To Hiring Team:

Do you need someone who can communicate with effectiveness and clarity, write and edit proficiently, produce and manage web content, shoot and edit video, design message-effective graphics and presentations and promote all of these across a variety of social media? What if that person was also an experienced and successful team leader and organizer?

If so, then you need someone like me. As the editor-in-chief of the Spartan Echo newspaper (SpartanEcho.org), I've taken beginners and led them—in a matter of weeks—to achieving award-winning recognition in print, broadcast and online journalism, including the areas of web design, online content management, video production and graphic design. Sure, I've been a student all that time, but I've also been leading journalism teams all this time as well—and winning awards as a result. I've also done this as a minority student at an historically black college demonstrating my ability to successfully operate in a diverse culture with a diversity of people.

In fact, the media product I've created represents a return on investment (ROI) that easily exceeds the best commercial standards. In addition, I've done that with beginners each year and achieved the recognition of my colleagues, professors and media professionals each time.

In short, I know how to communicate in today's environment and have a better than educated guess at how we'll communicate in the near future.

If that kind of communicating; writing; editing; video, online and social media production, as well as team-oriented success is of interest to you, please take a look at my resume and contact me. I'd be happy to discuss how my professional skills and proven track record of high performance can help you implement your business strategy and accomplish your communication goals.

Most Sincerely,

Danielle Kirsh

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## OBJECTIVE

I will leverage my proven communication skills to move information and engage audiences through innovation and the best practices of media convergence, multimedia and written communication.

## EDUCATION

### **Bachelor of Science, Mass Communication, Cumulative GPA: 3.456**

Norfolk State University in Norfolk, Virginia

## EXPERIENCE

### **Editor-in-Chief, The Spartan Echo**

July 2015 – present

Norfolk State University

- Responsible for all newspaper and online content (including social media)
- Edit all copy from editors; correct typos, grammatical errors, misspellings, AP style errors
- Plan and lead all staff meetings
- Create content when necessary

### **Managing Editor, The Spartan Echo**

July 2014 – July 2015

Norfolk State University

- Supervise/administrate all social media communication
- Ensure accuracy and professionalism of all online content
- Assist editor-in-chief in communicating/overseeing journalistic objectives

### **News Editor, The Spartan Echo**

July 2013 – July 2014

Norfolk State University

- Recruit, train and supervise all news reporters
- Work with a group of seven editors to produce award-winning newspaper on deadline
- Administrate/Supervise all news coverage, reporter assignments, deadline schedules
- Delegate responsibilities to deputy editors as needed and supervise work assignments

## AWARDS

### **Excellence in Leadership, The Dept. of Mass Communications and Journalism**

2014 – 2015

Awarded for managing newspaper and website to nationally award-winning year.

### **Excellence in Journalism, The Dept. of Mass Communications and Journalism**

2013 – 2014

Awarded for supervising news coverage to nationally award-winning year.

### **Best News Coverage, The Black College Communications Association**

2012 – 2013

Awarded for coverage of ongoing presidential/BOV changes at Norfolk State University.

## PROFESSIONAL SKILLS

Adobe Premiere/InDesign/Photoshop/Audition | Wordpress | HTML 4.1 | Social Media  
Creative Innovation | Organized Team Leadership | Verbal Communication | Written Communication  
German (elementary proficiency) | Copy Editing | Multimedia Presentation | Apple OS | Windows OS

*Multiple professional and personal references are available upon request.*