

Kayla R. Minguez

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Shippensburg University alumnae seeking position as **SOCIAL MEDIA CUSTOMER STRATEGY SPECIALIST**

Education

SHIPPENSBURG UNIVERSITY OF PENNSYLVANIA, Shippensburg, PA
Bachelors in English (Writing), Minor in Technical/Professional Communications

Spring 2013
GPA: 3.87

Relevant Coursework

FEATURE WRITING

Wrote four blurbs, a roundup and a profile piece; conducted face-to-face interviews; published a story in The Slate

TECHNICAL/PROFESSIONAL WRITING I

Wrote a 20-page report on improving student employment in Shippensburg University's dining facilities; used fonts, type size and margins to appeal to readers

EDITING

Edited copy for print and web media; created a four-page newspaper; wrote two news stories; edited roughly 15 news stories for grammatical correctness and consistency

REVIEWING THE ARTS FOR PUBLICATION

Wrote four event reviews for print media; published two reviews in student newspaper

PAGE DESIGN I

Computer-based class focusing on the key concepts of graphic design; learned how to effectively design various page layouts using Adobe InDesign and Photoshop

MEDIA WRITING

Wrote and recorded a radio broadcast script; wrote and recorded a TV broadcast script; briefly operated TV studio equipment including cameras, sound and live feed display

Employment

WEBPAGEFX INC., Carlisle, PA

Intern, August 2013 – Present

Trained in SEO best practices including link building, web content writing and social media management; learned how to create and manage social media content for marketing purposes; wrote several blog posts on social media management; updated multiple blogs for the company on a bi-weekly basis; guest blogged for outside blogs; wrote webpage copy for clients' sites; wrote content for company's e-book

SHIPPENSBURG UNIVERSITY ENGLISH DEPARTMENT, Shippensburg, PA

Student Editor of Write the Ship, January 2013 – May 2013

Managed publication's Facebook page; decided which pieces of work to include in the journal's next issue; contacted selected students and suggested grammatical revisions; awarded prizes to outstanding submissions; decided cover art and cover formatting; updated the text formatting and layout

SHIPPENSBURG UNIVERSITY MAGAZINE, Shippensburg, PA

Intern, August 2012 – December 2012

Wrote four medium-length articles about alumni careers and volunteer work; wrote a four-page spread about a large construction project on campus; re-published a story in Highway Builder Magazine; interviewed personnel involved in articles; proofread copy for the summer 2012 and fall 2012 issues

Honors and Awards

Graduated summa cum laude; received the Class of 1953 Scholarship from fall 2010 – spring 2013; received the SU Foundation Scholarship from spring 2010 – spring 2013; was published twice in *The Slate* as a guest writer in spring 2012 and once again in spring 2013