

# KELLYN NORRIS

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kenorris.github.io

## EDUCATION

**Northwestern University, Medill School of Journalism (Evanston, IL)**

*Expected June 2018*

- GPA: 3.45
- Classes include: Writing and Reporting, Multimedia Journalism, Law in the Political Arena

**Novi High School (Novi, MI)**

*May 2014*

- Graduated Magna Cum Laude (3.93 GPA)
- Classes Include: 3 years of Television News, 2 ½ years of Journalism II: Newspaper, 7 AP/IB Courses

**Medill- Northwestern Journalism Institute (Evanston, IL)**

*Summer 2013*

- Created multimedia projects in this highly selective 5 week program
- Was one of only two high school students bylined in Northwestern University newspaper

## RELATED EXPERIENCE

**Northwestern News Report – Northwestern University's weekly newscast**

*September 2014 - Present*

*Associate Producer*

- Works with producer to create newscast rundown, manage 15 reporters and edit stories.

**The Daily Northwestern– Northwestern University's daily newspaper**

*September 2014 - Present*

*Development Reporter*

- Reports, writes and prepares article for daily newspaper and web.

**Cat's Eye News – Novi High School's daily newscast**

*September 2011 - June 2014*

*Talent/Business Manager (9/2012 – 6/2013), Executive Producer (5/2013 – 6/2014)*

- Oversaw 20 student reporters and developed editing hierarchy for packages.
- Mastered all aspects of the daily seven minute news show for high school with 2,050 students/staff

**The Wildcat Roar – Novi High School's monthly newspaper**

*January 2012 - June 2014*

*Business Manager (9/2012 – 6/2013), Feature Editor (9/2013 – 6/2014)*

- Founded a complete and diverse business plan to earn \$800 monthly to print paper.
- Composed two page feature spread monthly while collaborating with reporters on stories and art development.
- Awarded 2<sup>nd</sup> Place Diversity Coverage from Michigan Interscholastic Press Association (2015)
- Awarded 1<sup>st</sup> Place Ad Design from Michigan Interscholastic Press Association (2013)
- Awarded 2<sup>nd</sup> Place Pro/Con Article from Michigan Interscholastic Press Association (2013)

## WORK EXPERIENCE

**University of Michigan Health Systems (Ann Arbor, MI)**

*June 2015 - Present*

*Communications Intern*

- Produce full e-newsletter for department of over 100 employees and patients.
- Design fluid content for hospital waiting rooms to increase patient satisfaction and return.

**Pick-Staiger Marketing – Northwestern University (Evanston, IL)**

*September 2014 - Present*

*Copywriter, Photographer*

- Writes and edits radio copy, press releases and web content.
- Designs several marketing print ads along with taking photos at live concerts and events.

**Automotive Techniques (Novi, MI)**

*January 2013 – September 2014*

*Assistant Shop Manager*

- Led the marketing campaign to drive in new customers through social media, press releases, card design and more.
- Budgeted shop expenses through compiling week-end statistics and shop expenses.

**Kumon Tutoring (Novi, MI)**

*January 2011 – September 2014*

*Tutor*

- Worked with 15-20 students ranging from 1<sup>st</sup> through 8<sup>th</sup> grade to help develop Math and English skills.

## VOLUNTEER WORK

**Parkview Elementary Library**

*Media Assistant*

*Fall 2012 – Summer 2014*

- Assisted the Media Specialist teach classes of up to 30 elementary students

**Bobcat Cheer**

*Coach*

*Fall 2011 - Winter 2013*

- Coached groups of 10-25 3<sup>rd</sup> to 6<sup>th</sup> grade girls in sideline cheer and pom