

KELLYN NORRIS

kellynnorris2018@u.northwestern.edu / [248-921-2423](mailto:kellynnorris2018@u.northwestern.edu)
kenorris.github.io

EDUCATION

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

Expected June 2018

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

Novi High School (Novi, MI)

May 2014

- Graduated Magna Cum Laude (3.93/4.00 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

- Collaborate with producer to create newscast rundown and pitch three to five story ideas for reporters weekly.
- Manage 25 reporters, edit stories, track timing and more functions to produce the full-length local weekly newscast.
- Reported more than 20 stories as a reporter

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 2nd Place Diversity Coverage from Michigan Interscholastic Press Association (2015)
- Awarded 1st Place Ad Design from Michigan Interscholastic Press Association (2013)
- Awarded 2nd Place Pro/Con Article from Michigan Interscholastic Press Association (2013)

WORK EXPERIENCE

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

September 2014 - Present

Copywriter, Photographer

- Write and edit radio copy, press releases and web content.
- Design several marketing print ads along with taking photos at live concerts and events.

Norris University Center – Northwestern University (Evanston, IL)

September 2015 - Present

Game Room Attendant

- Assists in the operations of the game room by helping customers and run parties.

University of Michigan Health Systems (Ann Arbor, MI)

June 2015 – September 2015

Communications Intern

- Produced three full e-newsletter with five news stories each for department of over 100 employees and patients.
- Design fluid content for hospital waiting rooms to increase patient satisfaction and return.

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 and card design and increased audience on social media by more than 50 percent.
- Budgeted shop expenses through compiling week-end statistics and shop profits.

VOLUNTEER WORK

Parkview Elementary Library

Media Assistant

August 2012 – June 2014

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

Bobcat Cheer

Coach

August 2011 - February 2013

- Coached groups of 10-25 3rd to 6th grade girls in sideline cheer and pom.