

# KIKUE HIGUCHI

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## Education

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### Northwestern University

Evanston, IL

Medill School of Journalism, Media, Integrated Marketing Communications  
Bachelor of Science in **Journalism** expected June 2023

Cumulative GPA: **3.96**

## Professional Experience

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### Northwestern Athletic Communications

Evanston, IL

#### *Communications Assistant*

2019-present

- Wrote 40+ previews and recaps of games as well as player biographies and features for 11 sports, published on the Northwestern sports website.
- Managed social media presence during swim meets, basketball, volleyball and field hockey games.
- Created gifs and graphics for the football, wrestling, baseball and softball teams for social media use.
- Supported the communications team in supervising and organizing multiple press conferences.

### WNUR Sports

Evanston, IL

#### *Social Media Director*

2020-present

- Launched the station's Instagram page and curated content across the station's social media pages, including Twitter, Facebook and Tik Tok.
- Collaborated in brainstorming new branding and a new logo for the station.
- Wrote over 10 articles published on the station's website, with a focus on women's basketball and lacrosse.
- Broadcasted as a play-by-play or color announcer in over 10 live games for soccer, volleyball, basketball, lacrosse and football.

### Turner Sports

Evanston, IL

#### *Sports Production Intern*

June 2021-August 2021

- Assisted the sports production management team with credentialing, travel, catering and expenses for their first 10 broadcasts of the Major League Baseball season.
- Facilitated the transition from partially remote to entirely in-person broadcasts.
- Organized the communication between the management team and third party crewing companies.

### Spoon University

Evanston, IL

#### *Staff Writer*

2019-2020

- Wrote four feature articles for publication in print and online; took and edited at least three photos for each article.

## Skills

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**Languages:** English (native), French (proficient)

**Technology:** Experienced in Microsoft Office, the Adobe Suite, R Studio, Python, CSS and HTML