

SIERRA REHM

WORK EXPERIENCE

Writer's Collective Mentee

ENTITY Academy / July 2019 - August 2019 / Los Angeles

- Completed rigorous rotations in search engine optimization (SEO), digital PR/ linkbacks, graphic design, social media packaging and personal essays
- Pitched, wrote, and published articles in AP style on ENTITY's website using Wordpress
- Developed and presented a paid marketing campaign to ENTITY executives
- Participated in mock board meetings, networking mixers and mentoring sessions

Senior Reporter & Deputy Editor

The Tab Michigan State University / September 2016 - April 2018 / East Lansing

- Built a startup online newspaper at Michigan State that peaked at 90,000 average views per month.
- Accumulated 96,000 views from individual bylines.
- Completed digital fellowships that required nine stories each at Babe and The Tab US.
- Led and distributed stories to a group of writers.
- Created social media posts on Instagram and Twitter
- Completed two digital fellowships and attended a two-week internship at the New York City headquarters to better understand company goals.

Student Assistant

MSU Advertising +Public Relations / January 2018 - December 2018 / East Lansing

- Assist the Department of Advertising + Public Relations by completing projects for faculty
- Communicate to faculty through email, phone and by maintaining a calendar of events
- Keep office supplies organized and stocked, maintain a professional looking office space

Contributor

Chaldean American Bias Buster / January 2018 - April 2018 / East Lansing

- Collaborated on a multimedia cross-cultural guide in print and digital editions for sale on Amazon and other online booksellers.
- Conducted interviews, researched and reported authoritative answers, and edited each other's work.

Staff Writer

Red Cedar Log / September 2017 - April 2018 / East Lansing

- Pitched current event stories weekly.
- Completed a minimum of one story a week under a four week editorial cycle.
- Partake in weekly office hour skill building lessons.
- Promoted individual stories through social media.
- Helped copyedit sample pages.

CONTACT

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<https://twitter.com/SierrasPaige>

EDUCATION

Journalism, B.A.

Michigan State University
Graduation: December 2019

SKILLS

- Digital Journalism
- Reporting
- AP Style
- Social media
- SEO
- Photography
- Adobe Products
- Wordpress

AWARDS

- Silver ADDY in local competition, Gold ADDY in regional Competition for 2016-2017 Red Cedar Log
- ACP Pacemaker Award Finalist, Red Cedar Log
- 2017 Jostens "Best of the Best" Look Book