



KELLY JASPER

WRITING | DIGITAL STRATEGY | SOCIAL MEDIA



CONTACT

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SKILLS

Content

- Editing & AP Style
- Writing
- Social Media
- Content Planning

Web

- Google Analytics
- HTML & CSS
- Wordpress
- (and other CMS)
- Media Monitoring
- (Cision, Trendkite, Meltwater)

Design

- Adobe Photoshop
- Adobe InDesign

Other

- Public Speaking

PROFILE

A former journalist turned digital evangelist, I'm now at home in higher education, writing, editing and building my own digital storytelling toolkit while training other writers to tell better stories online using digital and social media tools. I still love a good deadline.

RECENT EXPERIENCE

DIGITAL CONTENT MANAGER

AUGUSTA UNIVERSITY, AUGUSTA, GA. | 2015-PRESENT

Produces multi-platform content to position university experts and earn the Augusta University brand national name recognition through collaboration with communications, media, marketing and web teams. In the last two years, I have:

- Helped develop and launch a new internal news site and media center that receives 2x the annual page views
- Secured \$150,000 in earned media in one week by capitalizing with live social media events to engage students and community members
- Oversaw the digital rollout of the university's new president, renaming and brand launch with digital media for reporters, press events, and web content

SENIOR DIGITAL MEDIA COORDINATOR

AUGUSTA UNIVERSITY | 2013-2015

Communicated the mission, values and vision of the university through press releases, direct pitches and social media.

- Served as head writer on sensitive crisis communications and issue management
- Coordinated media coverage of news and events in three colleges

SOCIAL MEDIA EDITOR

THE AUGUSTA CHRONICLE, AUGUSTA, GA. | 2012-2013

Chief strategist for newspaper social media platforms including Twitter, Instagram and multiple Facebook pages.

- Experienced in web metrics, data-driven content and crowdsourced news.
- Doubled the newspaper's social media following in a year.

EDUCATION

BACHELOR OF SCIENCE

Double majors in Media Arts (Journalism concentration) and Political Science
James Madison University, Harrisonburg, Va. | 2006

GRADUATE CERTIFICATE IN DIGITAL & SOCIAL MEDIA

Kennesaw State University, Kennesaw, Georgia | Expected completion December 2018



DIGITAL PORTFOLIO

Scan the QR code to see recent writing and examples of my design work.