

KRISTEN UPPERCUE

WORK EXPERIENCE

Editorial Assistant: 100 Days In Appalachia (Aug. 2018-Present)

- Assisting the Assistant Editor for Community Engagement and Digital Managing Editor in digital marketing, including fundraising campaigns, audience engagement and promotions of new projects
- Managing social media accounts, including Twitter and Facebook digital marketing
- Working with Opioid Policy Institute to create substance use disorder reporting guidelines for journalists; leading marketing initiatives for this project
- Serving as production assistant and researcher for documentary project
- Managing student interns
- Assisting the team in multimedia production, fact-checking, data analysis and research when needed
- Curating content for online publication from publishing partners, freelancers, affiliate publications and original content
- Working with Wordpress to publish digital content
- Upcoming: Attending 2021 TableStakes audience engagement training
- *Previously served as student editor; currently serves as WVU graduate assistant*

Social Media Manager: WOW! Factory (June 2019-Present)

- Managing Twitter, Facebook and Instagram for the Morgantown-based create-your-own pottery studio
- Conducting photography and videography when needed for marketing and website purposes
- Curating blog posts for the business's website

Staff Writer: WV Executive Magazine (Jan. 2019-Present)

- Sourcing and composing written articles for each issue to be published in print and online
- Editing magazine when needed

Student Producer: The Bodice Project (Jan. 2019-May 2019)

- Served as part of a group of WVU students who created an immersive walking tour of the Bodice Project's sculptural exhibit
- Received first place in the Broadcast Education Association's 2020 Festival of Media Arts competition Interactive Reality category, and bronze in the Telly Awards Immersive and Mixed Reality General Student category

Multimedia Intern: WVU Eberly College (Sept. 2017-Dec. 2018)

- Managed weekly newsletter to be sent out to WVU Eberly College faculty and alumni
- Handled all social media accounts including Twitter, Facebook and Instagram
- Conducted content marketing through curated articles and press releases to be sent to media
- Conducted multimedia production for marketing purposes
- Uploaded articles to the department's website through WVU's CleanSlate
- Curated and edited articles for Eberly Magazine

Previously at New South Media (editorial intern Jan. 2017-Dec. 2017), College Fashionista (editorial fellow May 2017-Dec. 2017), Mirage Magazine (editor-in-chief May 2018-May 2019).

ORGANIZATIONS

Mirage Magazine: Graduate Advisor

West Virginia University (May 2019-Present); former Editor-in-Chief (May 2018-May 2019)

- Managed a team of more than 20 students in the production of the start-up publication

Her Campus: President & Managing Editor

West Virginia University (Aug. 2018-May 2019)

- Managed a team of more than 40 women students at WVU in the daily publication of feature stories
- Led event planning initiatives and marketing campaigns

CONNECT

- kristenuppercue.com
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- 304.820.8090
- @KrisUpp

EDUCATION

West Virginia University

Aug. 2015-Present

MS: Integrated Marketing Comm.
Emphasis: Healthcare
CGPA: 3.625

BSJ: Journalism

Minors: Business & English

CGPA: 3.837

Summa Cum Laude

President's & Dean's List

SKILLS

Adobe Photoshop	●●●●●
Adobe InDesign	●●●●●
Adobe Spark	●●●●●
Adobe Premiere	●●●●●
Adobe Illustrator	●●●●●
Adobe Lightroom	●●●●●
Mojo	●●●●●
Over	●●●●●
Headliner	●●●●●
Microsoft Office	●●●●●
MailChimp	●●●●●
Twitter	●●●●●
Instagram	●●●●●
Facebook	●●●●●
VSCO	●●●●●
Snapchat	●●●●●
LinkedIn	●●●●●
Wordpress	●●●●●
CleanSlate	●●●●●
Wix	●●●●●
AP Style	●●●●●
Copy Editing	●●●●●
Audience Engagement	●●●●●
Content Marketing	●●●●●
Problem Solving	●●●●●
Storytelling	●●●●●
Aesthetic Sensibility	●●●●●