

Kassidy McDonald
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University of Maryland, College Park - Bachelor of Arts: Philip Merrill College of Journalism

Relevant Experience:

DECEMBER 2022 - JANUARY 2026

Marketing Content Writer - Founding Farmers Restaurant Group (FFRG)

- Produced high-quality marketing copy for FFRG in the established brand voice for all their brands, including eight restaurants, a distillery, a non-profit, and a catering company
- Created marketing emails, blogs, website copy, digital ads, social media captions, menus, online ordering descriptions, and product packaging in collaboration with the Director of Content Strategy and Graphic Designer
- Researched and organized information to create internal company materials, including memos, food & drink recipes, employee handbooks, investor reports, meeting agendas, and training materials
- Proofread and finalized all internal and external company documents

JUNE 2022 - DECEMBER 2022

Part-Time Writer - The List

- Pitched story ideas, researched current pop culture trends, and wrote multiple 2,600-word feature stories each week tailored to a specific audience
- Collaborated with a team of editors, met deadlines in a timely fashion, and ensured consistency with the company style guide

JUNE 2022 - NOVEMBER 2022

General Assignment Reporter - Alexandria Times Newspaper

- Produced weekly briefs and long-form news stories based on current city events in both digital and print editions
- Interviewed subjects, took photos and videos, attended weekly city meetings, and managed a team of two interns

AUGUST 2019 - MAY 2022

Editor-in-Chief & Creative Director - Monumental Magazine

- Planned and executed three digital and print magazine editions as both Editor-in-Chief and Creative Director of the first lifestyle/fashion magazine at The University of Maryland
- Managed social media accounts, oversaw a yearly content calendar, and planned ways to drive campus readership
- Held successful campus events, photoshoots, writing workshops, fundraisers, and monthly meetings

AUGUST 2020 - MAY 2021

Communications Director - Alpha Xi Delta

- Managed a monthly social media content calendar and created graphics for upcoming sorority and campus events
- Maintained a strong online presence that included engaging with more than 1,000 potential new members

JANUARY 2021 - MAY 2021

Editorial Intern - American Salon

- Maintained strong social media and brand presence across Instagram, which had 950,000 followers
- Wrote a weekly trend column with news and product launches that drove readership to the website

Skills:

Writing & Content: Content Writing | Copyediting | Blog Writing | Technical Writing | Journalism | News Writing | SEO | Content Strategy

Marketing & Social Media: Email Marketing | Instagram | Social Media Management | Sprout | TikTok | Twitter

Design & Multimedia: Adobe InDesign | Adobe Lightroom | Canva | CapCut

Project Management & Collaboration: Asana | Trello | Slack | G-Suite

Platforms & Tools: MailChimp | WordPress | Wix