

# KAE HOLLOWAY

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## EDUCATION

Western Kentucky University | Bowling Green, KY | B.A. in News/Editorial Journalism, Minor in Textiles

## EXPERIENCE

### **ATLANTA JOURNAL CONSTITUTION, GEORGIA'S LARGEST NEWSPAPER | ATLANTA, GA**

Audience Coordinator | 2018 | *Managed onsite marketing messages for Cox Media newspapers in Atlanta and Dayton, Ohio. Tasked creating messaging campaigns to drive new subscriptions, encourage reader retention and increase audience engagement/loyalty with newspaper sites.*

### **TREVELINO/KELLER, ATLANTA-BASED PUBLIC RELATIONS FIRM | ATLANTA, GA**

Account Coordinator | Fall 2017 | *Wrote media alerts, managed social media accounts and conducted daily intelligence reporting for various clients, which ranged from tech, food and beverage, lifestyle and transportation businesses. Created media lists for new clients. Outreached and pitched stories to media for clients.*

### **WALT DISNEY WORLD RESORT, LEADING THEME PARK AND RESORT | ORLANDO, FL**

Public Relations Professional Intern | Spring 2017 | *Wrote press releases, edited Disney Parks Blog posts, coordinated visits and events for local, regional and national media. Tracked coverage after said media events. Assisted in the promotion of the opening of Pandora -The World of Avatar at Walt Disney World. Assistance included coordinating segments, content and audience members for ABC's Good Morning America and Nightline, and HLN. Managed celebrity interviews during the Pandora opening Global Press Event.*

Disney College Program Intern | Fall 2016

### **THE COURIER-JOURNAL, KENTUCKY'S LARGEST NEWSPAPER | LOUISVILLE, KY**

Intern | Summer 2015 | *Wrote a variety of articles about Louisville, its social life, arts community and education struggles.*

### **THE COURIER & PRESS, LOCAL MID-SIZED METRO PAPER | EVANSVILLE, IN**

Metro Intern | Summer 2014 | *Wrote articles and social media content about Evansville area.*

### **EVANSVILLE WOMAN MAGAZINE, LOCAL MID-SIZED METRO PUBLICATION | EVANSVILLE, IN**

Fashion Intern | Summer 2014 | *Coordinated fashion photo shoots for October issue.*

### **MESSENGER- INQUIRER, LOCAL SMALL TOWN NEWSPAPER | OWENSBORO, KY**

News Intern | Summer 2012, 2013 | *Event coverage, breaking news stories for Owensboro area.*

### **COLLEGE HEIGHTS HERALD, AWARD WINNING WKU STUDENT NEWSPAPER | BOWLING GREEN, KY**

Editor-in-chief | Fall 2015 | *Oversaw 14 editors, also created the Herald's first glossy magazine, coordinated the launch of the newspaper's Snapchat, explored with online story formatting.*

## AWARDS

Society of Professional Journalists Regional Mark of Excellence Awards, 2016, First Place in Online Feature Reporting, Hearst Journalism Awards, 2016, Top 20 in Personality Profile Story  
Paul and Ellen Schumann Academic Fellowship Award, 2015  
Frances Richards Academic Scholarship Award, 2015

## SKILLS

WRITING- AP Style, Editing | TECHNICAL- Adobe InDesign, Adobe Premiere, Final Cut Pro, Connex, BlueConic

## REFERENCES

Chuck Clark- (270) 745-4206  
chuck.clark@wku.edu

Director of Student Publications- WKU

Michelle Kerr - (502) 582-4250  
michelle.kerr@coxinc.com

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sbell@trevelinokeller.com

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terry.brinkoetter@disney.com

Director- Walt Disney World Public Relations