

# KAE HOLLOWAY

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## EXPERIENCE

### ATLANTA JOURNAL-CONSTITUTION

GEORGIA'S LARGEST NEWSPAPER; ATLANTA

*Audience coordinator, 2018* / Managed onsite marketing messages for Cox Media newspapers in Atlanta and Dayton, Ohio. Tasked with 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

*Account coordinator, fall 2017* / Wrote media alerts, managed social media accounts and conducted daily intelligence reporting for various clients, including tech, food and beverage, lifestyle, and transportation businesses. Created media lists for new clients. 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

*Reporting intern, summer 2015*

### THE COURIER & PRESS

LOCAL MIDSIZE METRO PAPER; EVANSVILLE, IN

*Metro intern, summer 2014*

### EVANSVILLE WOMAN MAGAZINE

LOCAL MIDSIZE METRO PUBLICATION; EVANSVILLE, IN

*Fashion intern, summer 2014*

### MESSENGER-INQUIRER

LOCAL SMALL-TOWN NEWSPAPER; OWENSBORO, KY

*News intern, summer 2012, 2013*

### COLLEGE HEIGHTS HERALD

WKU STUDENT NEWSPAPER; BOWLING GREEN, KY

*Editor-in-chief, fall 2015*

## EDUCATION

### Western Kentucky University

Bowling Green, KY

*B.A. in News/Editorial Journalism*

*Minor in Textiles*

## SKILLS

**Writing:** AP Style, Editing

**Technical:** Adobe InDesign, Adobe Premiere, Final Cut Pro, Connex, BlueConic

## 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

## REFERENCES

#### Michelle Kerr

Atlanta Journal-Constitution

Senior audience engagement manager

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

#### Terry Brinkoetter

Walt Disney World PR director

(407) 566-6556; terry.brinkoetter@disney.com

#### Chuck Clark

WKU Student Publications director

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#### Lisa Williams

Trevelino/Keller chief financial officer

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