

Kimberly Baston

724.961.4068
kimmibaston@gmail.com
www.kimmibaston.com

Education/Certifications

Waynesburg University

B.A. in Communication: Journalism; Minors
in Marketing, Public Relations
April 2017 graduate

CAPM Certification

Expected Completion: May 2019

Skills

- Coherent, persuasive writing for promotional/marketing materials
- Copy editing, proofreading, & AP Style
- News writing, reporting, interviewing
- Medical writing & editing
- Event planning
- Leadership/management
- Document/graphic design
- Organization/attention to detail
- Interpersonal communication
- Time management
- Adobe Creative Suite
- Microsoft Office Suite
- Personal profile and feature writing
- Photo/video/audio editing

Service

- Annual mission trip to WV (12 yrs)
- Trans World Radio, Bonaire (2017)
- Habitat for Humanity (2016)
- The Pittsburgh Project (2014)

Honors

SPJ Mark of Excellence Awards, Region 4

Finalist, Best All-Around Non-Daily
Newspaper (2014, 2016)

Finalist, Feature Story (2016)

Finalist, Best In-Depth Coverage for
coverage of Waynesburg University
President's inauguration (2014)

14 individual awards to Yellow Jacket
staff under my leadership (2015/16)

American Scholastic Press Assoc.

First place, Outstanding Story (Non-
School Related) (2014)

Most Outstanding University Newspaper
and First Place with Special Merit (2015)

PA NewsMedia Association Keystone Press Awards

First Place, Ongoing News Coverage (2014)

Honorable Mention, Sports Story (2016)

Eight individual awards to Yellow Jacket
staff under my leadership (2015/16)

Girl Scout Gold Award

(September 2013)

Experience

Communications & Operations Manager

Strong Women Strong Girls Pittsburgh | December 2017 - present

- Manage, create, execute all outgoing communications for Pittsburgh location, including crafting 3 monthly newsletters, 5 monthly blog posts, daily social media posts, and all printed publications. Devise and implement organizational communication strategy.
- Promote SWSG mentoring program through innovative marketing strategy and key deliverables, including video/photo assets, written word, and comprehensive fundraising campaigns including print, digital, and person-to-person marketing.
- Revolutionize and implement all business operations for organization, including financial management, policies & procedures, and board/staff/volunteer management.
- Serve as Staff Lead on 5+ large-scale organization events annually, from project planning phase to execution through team direction and day-of coordination.

Content Creator, UPMC HealthBeat Blog | share.upmc.com
Skyword Content Marketing/UPMC | May 2016 - present

- Written more than 55 online posts to engage consumers on health advice and information blog; conduct research on vast range of topics and present technical medical information in concise, engaging, & comprehensible format.
- Craft online content at least bi-weekly and optimize for SEO and readability by utilizing content marketing practices to increase/solidify UPMC consumer base.

Clinical Marketing Professional, UPMC

May 31-August 12, 2016 | June 5-December 8, 2017

- Brainstormed and developed written and designed content for marketing materials including print publications, social media, web pages/graphics, and print/web ads.
- Promoted UPMC's clinical expertise through crafting of 15+ Patient Stories for the web based on interviews conducted directly with former patients.
- Directed numerous marketing projects from conception to completion, including instructing design team in creation/revision of materials, obtaining approvals and reviews, and coordinating final delivery.
- Managed, proofread, and wrote weekly content for UPMC.com, including copy editing and updating medical content using SP Stage and HTML coding.

Executive Editor, Yellow Jacket newspaper,

Waynesburg University | May 2015 - April 2017 | Reporter from Sept. 2013-May 2015

- Managed and executed production of 16-page weekly newspaper to deadline by hiring, training, directing, and supervising a staff of section editors, writers, copy editors, designers, advertisers and photographers.
- Reported and wrote news, feature and/or opinion pieces for 80 issues.
- Brainstormed topics for, assigned, and oversaw completion of more than 30 weekly articles. Directed creation of daily social media and web content.
- Designed/executed the layout of front page of each issue of newspaper.
- Collaborated with newspaper advisors and Waynesburg University administrators to create and adhere to budget and other regulations.

Writer, Office of University Relations

Waynesburg University | April 2015 - April 2017

- Composed at least two news releases and one feature story per week.
- Highlighted/promoted alumni and community activity in published works.
- Compiled human interest, news and statistics information for University publications, such as the annual report and alumni magazine.
- Proofread/edit various types of copy for University use in publications.

President, Society of Professional Journalists

Waynesburg University | October 2014 - May 2016