

Kassidy McDonald

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Education

2018 - 2022

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

Relevant Experience

DECEMBER 2022 - PRESENT

Technical Content Writer - Founding Farmers Restaurant Group (FFRG)

- Produces high-quality written content copy for FFRG in the established brand voice for all their brands, including eight restaurants, one distillery, one non-profit, and a catering company
- Edits, fact-checks, and proofreads all marketing materials including blogs, emails, website copy, digital ads, and product packaging
- Researches and organizes information to create internal company materials, including recipes, handbooks, and investor reports

JULY 2022 - DECEMBER 2022

Freelance 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 - The Alexandria Times Newspaper

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

AUGUST 2021 - FEBRUARY 2022

Staff Reporter - Howard Center for Investigative Journalism

- Researched and tracked Title IX violations in high school girls' sports at multiple high schools
- Interviewed parents, coaches, and teachers to uncover Title IX violations within a girl's softball program
- Produced a long-form investigative piece that won an ASPE award and was featured on PBS Newshour

AUGUST 2019 - MAY 2022

Editor-in-Chief & Creative Director- Monumental Magazine

- Helped create the first lifestyle/fashion magazine at The University of Maryland
- Planned and executed three digital and print magazine editions as both Editor-in-Chief and Creative Director
- Hosted campus events, photoshoots, fundraisers, monthly meetings, and oversaw the executive board

Skills

Content Writing | Copywriting/Copyediting | Blog Writing | SEO | Advertising Copy | Content Strategy | Email Marketing | WordPress | Wix | Asana | Adobe InDesign | Canva | Slack