

# Maddie Kerth

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## Work Experience

### MADDIE KERTH NEWS: MMJ/REPORTER

March 2019 - PRESENT

Develop, self-produce, and execute news media literacy campaigns optimized for social media engagement.

Write, edit, and film accompanying multimedia packages covering stories of local and national interest while encouraging consumers with tips and tricks for social media news consumption.

Utilize Facebook, Instagram, and Youtube SEO practices to ensure audiences remain organically engaged.

### INVESTMENTWIRES: EDITORIAL & RESEARCH INTERN

May 2019 - Dec 2019

Wrote over 50 breaking news articles for the leading 401 (k) industry news source with a national byline for 401kWire and MFWire. Served as the office copywriter to ensure all communication was error free.

Conducted interviews by phone and email with C-suite executives in the financial planning industry.

Portfolio [here](#).

### YOURTANGO: EDITORIAL INTERN

June 2019 - Sept 2019

Pitched and wrote 75 articles for the online love and relationship magazine. Edited within a custom CMS to boost clarity, conversion optimization, SEO, and retention rates.

Portfolio [here](#).

## University Experience

### THE PACE PRESS: STAFF WRITER

Oct 2019 - Dec 2019

Pitched and wrote articles for print publication to be circulated throughout Pace University's NYC campus. Received the centerfold publication position for featured piece "Speed Dating the Supreme Court: The lifetime commitment we don't get to swipe right for"

### POPTV: Reporting Host

Oct 2019 - Dec 2019

Conducted filmed interviews with Pace University administrators for the schools Official Programming Television Channel.

## Education

### PACE UNIVERSITY NYC

2016 - 2019

BA in Communication Studies (Honors) with double minors in History and Journalism. Summa Cum Laude. Coursework included Public Speaking, Editing for TV & Film, Citizen Journalism & Deliberation, Political Communication, Writing for Electronic Media & Convergent Technologies, and Propaganda Studies. Awards include Pace Top 100 Scholars, First Honors Dean's List (4 years), Dyson Endowed Scholarship, and Louis Prima ASCAP Foundation Scholarship.