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# KENDRA SMITH-PARKS

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## OBJECTIVE

Hello! I'm Kendra Smith-Parks and I have been professionally writing for three years. I showcase diligent work ethic and communication skills in teams.

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## SKILLS

News Writing, Web Content, Content Management Systems (CMS) Writing, Excel, Blogging, WordPress Squarespace, AP Style, Research InDesign, Photoshop, Social Media, Networking, Editing, Fact Checking, Deadline-driven, SEO, Communication, Creativity

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## EXPERIENCE

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### COMMUNITY NEWS FELLOW — THE TIMES-PICAYUNE| NOLA.COM

*July 2017 – Present*

- Wrote digital content that reached 3.74M page views and continues to grow with SEO headlines.
- Worked in a team of two to write and edit weekly publication for InsideOut and WISH Magazine resulting in 10 on-time articles over the 4-week project
- Used digital publishing website, Movable Type, to create slideshows and digital articles on NOLA.com
- Single-handedly organized 700 events a week for the Times-Picayune with 100% schedule accuracy using data entry program, EventTracker.
- Curated weekly calendar averaging 40 engagements a week
- Balanced all these tasks every week

### REPORTER — THE STUDENT PRINTZ

*August 2015 – May 2017*

- Wrote and researched two articles a week, along with taking 19-21 hours for the semester.
- Wrote feature articles and long-form stories

### INTERN — DIME ENTERTAINMENT MAGAZINE

*August 2015 – May 2016*

- Posted digital articles to Facebook, which reached 500 shares.
- Created a monthly calendar of over 300 events around the Southeast (including events from our advertisers)
- Assisted in editing digital proofs monthly
- Helped organize DIME events, such as magazine launches.
- Attended events as a DIME representative to network and handout magazines.
- I eventually was hired on part-time for administrative assistant work, including filing, freelance invoices, answering phones and delivering magazines to advertisers.

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## EDUCATION

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B.A. Journalism  
University of Southern Mississippi  
2013-2017  
Dean's List 2017

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