

Jessika Walsten

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SKILLS

- Adobe Creative Suite, including Photoshop, InDesign and Illustrator
- PC and Apple operating systems
- Video and audio editing, including Avid Newscutter, FinalCut and iMovie
- Web production, including HTML, CSS, Drupal, Wordpress, Moveable Type
- Social media platforms, including Twitter, Pinterest, Facebook, Tumblr and Instagram

EXPERIENCE

Broadcasting & Cable Magazine

July 2013-present

Editorial Assistant

- Edited, wrote and published content for web.
- Managed, edited and sent multiple daily newsletters for the publication
- Worked with editors, reporters and other staff to ensure articles were published in a timely manner
- Wrote items for the print edition, including executive profiles and special features
- Helped facilitate the site's CMS transition and redesign, including training staff on new procedures

Freelance

April 2013-present

Writer/Editor

- Managed personal blog/website, editing and writing content.
- Wrote stories for Daily Mail's entertainment page.

RadarOnline

June 2011-April 2013

Web Producer

- Managed publishing of content on website, which garnered 5 million uniques per month
- Collaborated with other producers to ensure continuity and uniformity of content
- Edited video and audio using FinalCut Pro and Quicktime
- Used Google Analytics and Chartbeat to assess content performance
- Utilized social media to promote site content through Tweetdeck

La Sierra University

Jan. 2013-March 2013

Adjunct Faculty

- Taught Advanced Writing for Print Media during the Winter 2013 Quarter
- Assigned students a variety of articles, including analyses, commentaries, and features

Neon Tommy

Jan. 2010-May 2011

Deputy Editor

Sep. 2010-May 2011

- Managed 5 section editors and staff, overseeing up to 30 people
- Collaborated to maintain editorial calendar, working with editorial leadership team
- Ensured accurate and timely publication of content
- Monitored analytics using Google Analytics

Associate News Editor/Executive Producer

Jan. 2010-Sep. 2010

- Managed stories on home page
- Copy edited and created SEO-friendly headlines
- Promoted stories on the site's Twitter and Facebook accounts

La Sierra University

July 2006-July 2009 Academic

Advisor/Administrative Analyst

- Advised students on academic probation
- Assisted the Dean and the Associate Dean of the College of Arts and Sciences with editing and constructing general correspondence as well as university proposals
- Maintained database of students on the Dean's List and Academic Probation

La Sierra University

Sep. 2004-June 2005

Editor-in-Chief, Criterion

- Edited La Sierra University student newspaper, managing a staff of 10 reporters and contributors
- Worked with students and the administration to publish biweekly print issues
- Helped with layout and design of paper, using Adobe InDesign

EDUCATION

University of Southern California, Los Angeles, Calif., May 2011

M.A: Online Journalism, May 2011, Phi Kappa Phi honor society, Outstanding Graduate Scholarship award

La Sierra University, Riverside, Calif., June 2006, summa cum laude

B.A: English: writing with a minor in biology, University Honors Program