

Callie Byrnes

CONTACT

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EDUCATION

The University of Kansas

Graduated with distinction/highest distinction

B.S. in Journalism News
and Information and B.A.
in French Studies with an
Italian emphasis.

Minors in Psychology and
Global and International
Studies with an emphasis
on comparative societies in
the Middle East.

SKILLS

Website Management

Editorial Branding

InDesign and Photoshop

Writing and Reporting

Italian Language Proficiency

Copy Editing (AP Style)

Video and Video Editing

Social Media Platforms

Microsoft Office

Photography

Blogging

EXPERIENCE

VIAJIYU | Website Managing Editor/Intern

Bespoke Italian shoe company ◦ June 2015 to October 2015 | June 2016 to September 2016

- Managed all functions of the website, including product uploads, product copywriting, editorial voice and design
- Oversaw and conducted the website's editorial and visual redesign
- Managed Instagram account and created a Tumblr page from scratch
- Copy edited and translated web copy and advertisements
- Oversaw all retail operations for the CEO in August 2016
- *Other roles: Writing and Editing Intern*

The Florentine | Contributing Writer

Bilingual news magazine in Florence, Italy ◦ August 2016 to present

- Wrote articles for the online publication on a weekly basis
- Pitched stories and contributed ideas for all sections
- Contributed the most read story in August and September
- Wrote the piece that became the publication's first ever podcast

Farm Journal Media | eMedia Intern

Business-to-business magazine publishing company ◦ September 2015 to May 2016

- Managed social media accounts and revamped the Instagram page
- Published online articles and wrote supplemental material for five different publications
- Tracked online ad impressions and maintained online advertising directories

Her Campus KU | Editor-in-Chief

Online women's magazine ◦ February 2014 to May 2016

- Oversaw the production of the online magazine and TV show
- Advised approximately 60 members and an exec team of nine women
- Launched the TV show and implemented a development team
- Edited and published 20 articles per week with an average of 4,000 views per week.
- *Other roles: Blog Writer, Copy Editor and Vice President*

Style on the Hill | Entertainment Writer

Student-run local magazine ◦ January 2016 to May 2016

- Wrote online features on zero-waste environmentalists, video game culture and other pop culture phenomena
- Had articles featured in the single print edition
- Pitched content ideas on a weekly basis

The University Daily Kansan | Copy Editor

Campus news publication ◦ January 2015 to May 2015

- Edited and fact checked approximately 10 news stories per night
- Wrote headlines and cutlines
- Worked with the Managing Editor and Editor-in-Chief to ensure reliability
- *Other roles: Reporter*