

Kelli M. McElhinny

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HIGHLIGHTS OF QUALIFICATIONS

- Skilled, versatile writer with nearly a decade of experience in journalism.
- Thorough, detail-oriented researcher and interviewer
- Communicates well with editors and consistently meets deadlines.

JOURNALISM EXPERIENCE

02/06-present—*Freelance Writer, Pittsburgh, PA*

- Write feature articles for outlets ranging from alumni newsletters to local community magazines to national trade publications.
- Provide editorial guidance in written materials of all lengths.
- Develop marketing collateral, Web site copy, and other sales and marketing tools.
- Prepare social media plans involving Twitter, LinkedIn, Facebook and other similar tools.

09/08-07/09—*Communications Specialist, University of Pittsburgh School of Dental Medicine, Pittsburgh, PA*

- Wrote, edited and designed biannual alumni magazine, Pitt Dental Medicine.
- Prepared and distributed monthly e-newsletter for internal audiences.
- Developed other materials, including Web copy and brochures, as needed.

11/02-03/04—*Sports Desk Copy Editor, Pittsburgh Tribune-Review, Pittsburgh, PA*

- Designed pages and edited copy for sports section of daily newspaper in one of the top 25 markets in the country.
- Also worked as a stringer in the high school sports department, writing roundup items and feature articles about high school and college athletes and coaches (11/02-09/07).

09/00-02/02—*Editorial Assistant, Chicago Tribune, Chicago, IL*

- Took game reports via telephone from coaches and stringers. Conducted spot interviews of coaches in the instance of particularly interesting games.
- Developed system for tracking agate and chasing scores not reported to the paper.
- Wrote roundup items on a variety of sports, including volleyball, gymnastics and soccer.

ADDITIONAL COMMUNICATIONS EXPERIENCE

- **10/07-09/08—*Director of Media Relations, College of Humanities and Social Sciences*** Carnegie Mellon University, Pittsburgh, PA
- **3/07-10/07—*Senior Account Executive, Skutksi and Oltmanns, Pittsburgh, PA***
- **9/05-3/07—*Media Coordinator, University of Pittsburgh Medical Center, Pittsburgh, PA***
- **06/05-09/05—*Communications Assistant (Temporary), PPG Industries, Pittsburgh, PA***

EDUCATION

Bachelor of Arts in Political Science, Northwestern University, Evanston, Illinois
Masters of Social Work candidate, California University of Pennsylvania