




BROOKE KNAPPENBERGER

Contact

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Education

Bachelor of Journalism '20

University of Missouri

Emphasis in Magazine Editing

Minors: Spanish, Textile and Apparel Management

Skills

- Copyediting
- Social media management
- Audience analytics
- Fact checking
- Search engine optimization
- Adobe Photoshop, Illustrator and InDesign
- Blox CMS
- Mailchimp

Languages

English, Spanish

Experience

EDITOR - VOX MAGAZINE | Jan. - May 2020

Vox Magazine is an award-winning, multiplatform city magazine based in Columbia, MO.

- Edited print and digital stories for grammar, spelling, tone and cohesiveness
- Pitched story ideas for the Eat+Drink print and digital section
- Guided writers on story tone and direction
- Fact checked stories for accuracy before publication
- Collaborated with designers to create accompanying art for stories
- Planned social media marketing strategies for edited stories

DIGITAL EDITOR - VOX MAGAZINE | Jan. - May 2019

- Pitched, wrote and edited biweekly stories covering all things city life, including news, business, fashion and health
- Produced the magazine's print stories onto our digital site with an emphasis on SEO and created accompanying digital elements
- Rotated managing the magazine's social media accounts
- Used social media analytics to provide feedback and improve engagement

INTERN - FLOW MEDIA | May - July 2019

Flow Media is a social media marketing agency based in Barcelona, Spain.

- Collaborated with my team to create a social media strategy for clients
- Created our clients social media posts using Canva and Adobe Photoshop
- Used social media analytics to ensure engagement and growth for our clients

DEPARTMENT MANAGER - MUTV | May 2019 - May 2020

MUTV is the student-ran television station at the University of Missouri.

- Managed and oversaw executive staff of entertainment department
- Provided feedback on weekly shows and packages
- Guided direction of weekly content

DIRECTOR - MUTV | June 2018 - May 2019

- Managed a team of student reporters to create weekly entertainment-based content
- Pitched stories, edited scripts and reviewed packages made by staffers weekly
- Planned coverage of national and local events

STAFFER - MUTV | Aug. 2017 - May 2018

- Shot and edited packages covering local entertainment
- Wrote online articles reviewing fashion, movies, television and music
- Wrote and performed on-air segments covering fashion

REPORTER - COLUMBIA MISSOURIAN | Aug. 2018 - Jan. 2019

The Columbia Missourian is a multiplatform city newspaper based in Columbia, MO.

- Pitched, wrote and edited stories covering news, crime, weather and city life topics