

KATIE YAEGER

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WORK EXPERIENCE

CONTENT STRATEGIST
Facebook
August 2017 -

I plan, write and edit content for parts of Facebook products. As part of this, I collaborate with researchers, data analysts, engineers and designers to create better user experiences.

CONSULTANT
Missouri Business Alert
January - May 2017

My team used design thinking framework to explore and propose sustainable revenue streams for this media startup based on user research. I developed framework for an influencer contributors' network.

TEACHING ASSISTANT
University of Missouri
August 2016 - May 2017

I graded assignments for Fundamentals of Communications, an undergraduate business communication class. I also worked with students individually, answering questions to strengthen their professional writing.

CONTENT STRATEGY INTERN
Facebook
May - August 2016

I planned, wrote and edited content for parts of Facebook Business products. As part of this, I collaborated with researchers, data analysts, engineers and designers to create better user experiences.

CONSULTANT
14ymedio
January - May 2016

Our team, the winner of the Center for the Digital Globe's business plan competition, created a business plan for a membership model to make Cuba's first independent media outlet financially sustainable.

RESEARCH ASSISTANT
Reynolds Journalism Inst.
August 2015 - May 2016

I developed and executed marketing and social media strategies for the Journalism Digital News Archive. I also launched a monthly newsletter for stakeholders and revised the website's information architecture and content.

SUMMER FELLOW
American Press Institute
May - August 2015

I planned and led the strategy study "Finding a voice on social media: Insights for local newsrooms." I also interviewed media thought leaders and contributed to a report about experiences of journalism school graduates.

EDUCATION

UNIVERSITY OF MISSOURI
Master of Arts, 2017

My coursework focused on audience research, the business of media and social media strategy. I also earned a certificate in nonprofit management.

UNIVERSITY OF MISSOURI
Bachelor of Journalism, 2015

I majored in news editing and minored in business and psychology. I also earned honors and multicultural certificates and studied abroad in England.

HONORS

Online News Association
Program Team (2016)

Facebook Content
Strategy Fellow (2015)

Dow Jones News Fund
news editing intern (2014)

PROFESSIONAL SKILLS

SOCIAL MEDIA



COPY EDITING



iOS APP DESIGN



GOOGLE ANALYTICS



AP STYLE



R



EXCEL



INDESIGN

