|  |  |
| --- | --- |
| **Keela Sweeney** | (910) 386.9902 • Long Beach, CA 90802sweeney.keela@gmail.com • linkedin.com/in/keelasweeney/ |

**Journalist / Reporter / Editor**

**Creative, detail-oriented, and ingenious Journalist / Editor with a sharp focus on concepting, writing, and editing compelling news content.**

Acknowledged throughout career for coordinating coverage of major stories, news, and formulating interactive content, realizing significant market/viewer acceptance. In-depth knowledge of journalistic principles and practices and of modern public relations techniques and procedures. Equipped with solid editing and proofreading skills as well as managing multiple projects while maintaining high-quality work and tight production schedules. Recognized for streamlining and standardizing production processes based on comprehensive knowledge of publishing tools and techniques. Versatile with commendable presentation, multitasking, and leadership proficiencies, combined with excellent writing and research skills, time management, creativity, teamwork, and communication.

***Key Strengths & Expertise***

|  |  |  |
| --- | --- | --- |
| * News / Article Writing
 | * Proofreading & Editing
 | * Video Production
 |
| * Social Media Management
 | * Research & Analysis
 | * Public & Media Relations
 |
| * Project Management
* Gender Studies
 | * Branding / Storytelling
* Video and Audio Editing
 | * In-depth Journalism
* AP Style
 |

**Professional Experience**

Beats n Babes

**Curator, Promoter, Stage Manager**, 01/2017 to Present

* Organized and facilitate monthly club night and gig in The Generator Hostel, focusing on highlighting women in music, media, and production roles
* oversight the entire show, promotions, and all production aspects.
* Developed strategic marketing plans and resources including logos, posters, and other branding elements to cover all available avenues of advertising in advance of the event.
* Assumed full responsibility for maintaining all social media accounts, hiring video/photographer, and organizing stage setup and design.
* Wrote biographies for bands, albums, and press packs for a festival application.

Kitchen Table Productions

**Co-Founder**, 01/2017 to Present

* Founded and developed a production company to support women in the music industry through multimedia projects. Controlled all aspects of business development projects to maximize resources, revenue, and productivity through strategic development and critical thinking.
* Managed radio and YouTube series shows, including The Kitchen Table, The Kitchen Table Garden Sessions, and Beats n Babes, ensuring that productions run smoothly, meet deadlines, and stay within budgets.
* Curated live events such as gigs, festivals, panels, workshops, and meetings.
* Engaged with other stage managers at festivals and other events and established a network of female industry professionals to provide support groups.

Dublin City FM, 103.2

**Producer / Assistant**, 01/2017 to 05/2018

* Wrote and produced short form content for Good morning Dublin, and hour-by-hour breaking news segments
* Co-produced The Kitchen Table, and captured post-show recaps highlighting successes and opportunities for improvement.
* Coached and facilitated hosts tracking shows to ensure the content maps to the specific traits and interests of the individual.
* Coordinated scheduling of quests and live interviews for daily and weekly shows.
* Developed a network of musical acts and other prominent community figures for live and recorded interviews and shows

The Guardian (Dublin)

**News Intern**, 09/2016 to 12/2016

* Worked with editorial staff, conducting and transcribing interviews, debriefing current articles, and finalizing publication.
* Contributed in drafting accurate stories that are well researched and attributed to necessary sources and updated as necessary
* Managed a Live blog feed during Ireland’s annual budget meeting.

Boston Metro

**News Reporter**

* Published 3-5 articles daily ranging from entertainment, politics, lifestyle and breaking news coverage
* Participated in twice daily pitch meetings targeted towards creating forward thinking and conceptually unique content
* Thrived within a fast-paced digital and print media newsroom

Boston University Daily Free Press

**Reporter / Editor / Anchor**, 08/2014 to 05/2016

* Spearheaded a top performing team of reporters in the multimedia beat for news coverage to supplement written articles.
* Collaborated with anchors, photographers, and producers on video elements of newscasts to write, edit, and publish newspaper.
* Regularly planned, gathered, and assembled stories on day-of news or special project assignments.

**Education**

**Bachelor of Science in Journalism,** 2016

Boston University, Boston, MA

**Study Abroad,** 2016

Dublin City University, Dublin, Ireland

**Activities**

* Artist Liaison, Production Assistant and Assistant Curator of stages at Body n Soul, Fuinneamh, and YS Festivals, Dublin, IRE
* Member of Lead America, Climate Change documentary project. Boston University, Boston, MA
* Member of the Dublin Circus Project (Acrobatics & Hoop)
* Institute for Field Research Expeditions photojournalist in Kathmandu Nepal.