

KATIE KASPERSON

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EXPERIENCE

Freelance Journalist

Nov 2022—present

- Write for [Definition](#), [FEED](#), [LIVE](#), [Business Insider](#), [Observer](#), [Little White Lies](#), [Movie Marker](#) and [Film Cred](#) as a freelance contributor.
- Pitch ideas to and accept commissions from editors, incorporating feedback and working to their respective deadlines.
- Maintain professionalism when interviewing high-profile creatives.

Radio Host, CamFM 97.2

Dec 2021—March 2023

- Hosted two radio programs, “what’s up?” and “how I’m feeling,” on CamFM 97.2, the station for Cambridge University and Anglia Ruskin.
- Solo-operated the audio desk after a successful training period.

Director, *An Open Book*

March 2022—April 2022

- Directed *An Open Book*, written for the stage Rosalind Moran, with only a six-week turnaround time.

Media Specialist, Reeder Media Center

April 2018—Dec 2019

- Ran the front desk at the Reeder Media Center, part of William & Mary’s university library.
- Assisted patrons with equipment and studio reservations, and served as a resource on multimedia projects.
- Was trained in photo, video and audio equipment and editing software, and was evaluated for proficiency on a regular basis.

Marketing & Communications Intern, 9:30 Club

Jan 2019—May 2019

- Promoted shows at 9:30 Club and other IMP venues.
- Created promotional content, including posting on 9:30 Club’s Instagram during live shows, writing music reviews for the 9:30 Club blog and crafting short videos to share on socials and in newsletters.
- Ensured both internal and external databases were up-to-date.
- Contributed to ‘street team’ efforts by cross-marketing with local businesses around DC.
- Conducted market research to better promote individual events.
- Attended shows as a company representative, manning a front-of-house booth and collecting contact information.

Extra, *American Exorcist*

Feb 2015

- Acted as an extra (non-union) in *American Exorcist* (2018), a feature film directed by Tony Trov and Johnny Zito.

BIO

Experienced M&E professional with over five years in marketing, comms and customer-facing roles. Expertise in crafting compelling stories for digital and print platforms; creating photo, video, audio and graphic content; working with sensitive information; and collaborating with both internal and external teams.

EDUCATION

University of Cambridge

Cambridge, England, UK

MPhil Psychology of Education
2021—2022

College of William & Mary

Williamsburg, Virginia, USA

BA Psychology, Marketing

GPA: 3.92 (Summa Cum Laude)
2017—2021

DIS (Study Abroad)

Copenhagen, Denmark

Marketing & Media Studies

2020

SKILLS

Communication
Organization
Driving
Writing
Photography
Video Editing
Content Creation
Content Management
Social Media
Adobe InDesign
Adobe Photoshop
Final Cut Pro
WordPress
Mailchimp
SEO