

# k. aleisha fetters

digital storyteller • world traveler • health nut  
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**OBJECTIVE** To **smile** often. To **FLEX** and *stretch* my creative muscles. To infuse my **ingenuity** and *enthusiasm* into an outstanding product.

## EXPERIENCE

mar 08 – present

### **Women's Health** • Online Associate Editor

- *With smart, funny, and service-oriented editorial and tools, Women's Health online helps more than 3 million unique monthly visitors lead healthy lives*
- Launch and manage nine blogs, coordinating and streamlining efforts to increase daily content production as well as natural, referring, and direct-load traffic
- Collaborate with writers, designers, and third-party developers to manage the creation of sponsored online content
- Pitch, write, and optimize syndicated content for partners including MSN and Yahoo!
- Launch and run the brand's Facebook page and contribute to its Twitter feed, which together have more than 1,000,000 fans and followers, and send more than 500,000 unique monthly visitors to the site
- Promote online content through search engine optimization on and between content
- Identify key areas of growth through site metrics and work toward site redevelopment for improved user experience and performance

oct 10 – present

### **Tillen Farms** • Social Media Consultant

- *A family-owned fruit and vegetable manufacturer, Tillen Farms, serves busy, on-the-go consumers with all-natural packaged produce*
- Build and implement a comprehensive social media strategy to grow brand awareness, drive online sales, and secure coverage from members of the food-blogger community

jan 10 – present

### **Parents.com** • Freelance Writer

- *The online home of Parents, American Baby, Family Circle magazine, as well as unique web content, Parents.com helps mothers and families navigate parenthood—from conception to college*
- Educate parents using the latest medical research, reports, trends, and expert opinions
- Pitch and write SEO-optimized content to drive traffic from natural search traffic

mar 08 – present

### **Women's eNews** • Freelance Writer

- *A non-profit online news source, Women's eNews tackles female-centric issues and provides women's perspectives on public policy. Womensenews.org feeds other news sources including the New York Times, PBS, and the Washington Post*
- Investigate sexual violence and its devastating effects on women in the Democratic Republic of Congo and Uganda
- Engage readers in discussions on U.S. and foreign policies, encouraging them to become involved in their communities and governments
- Collaborate with organizations and individuals both domestically and abroad

mar 10 – may 10

### **Fodor's Travel** • Freelance Writer

- *Fodor's Travel Guides serves travelers with a sophisticated prospective, helping them discover more than 300 destinations worldwide*
- Explore Spain and Portugal encouraging travelers to do the same through vivid, practical, and audience-conscious reviews of my experiences
- Collaborate with hotel owners, restaurateurs, and tourism professionals in Spanish

sep 09 – apr 10 **Sweet Briar College Teaching Assistant In Spain** • English Conversation Instructor

- *Sweet Briar College Teaching Assistant in Spain brings professionals to private schools throughout Spain’s Andalusia and Madrid provinces to assist in English instruction and development*
- ▶ Create comprehensive lesson plans, instruct, and evaluate English courses for more than 400 Spanish children ages three to 16 at the Colegio Divina Infantita, Guadix
- ▶ Work with school administration and the province’s educational auditors to develop a step-by-step approach to future English instruction at all grade levels

mar – jun 09 **Time Out Chicago** • Web Intern

- *As Chicago’s “where-to-go, what-to-do” magazine, Time Out Chicago provides a fresh perspective on Chicago-area arts and culture on a minute-by-minute basis*
- ▶ Create weekly section fronts through the content management system
- ▶ Report, write, and edit unique music, arts, and culture content

apr 08 – may 09 **It’s Not About the Money** • Book Ghostwriter

- *It’s Not About the Money is a fundraising guide for non-profits, using the experiences of Terry Munday, who turned Indiana Wesleyan University, an institution with a \$500,000 annual deficit into the largest member of its council with a \$50-million endowment and no deficits*
- ▶ Collaborate with the author to research and tell inspiring stories of donor generosity
- ▶ Unite personal anecdotes, lessons, third-party research, and pundit arguments to create a cohesive, thought-provoking, and instructive text

mar – jun 07 **Newsweek Kaplan College Guide** • Freelance Columnist

- *An annual Newsweek publication, the Kaplan College Guide is the definitive source on U.S. higher education for schools and their students — both current and inbound*
- ▶ Write a full-page column for publication, uniting my experiences with statistical trends on U.S. college campuses
- ▶ Create an engaging and useful column in line with the Newsweek brand

## EDUCATION

**Medill School of Journalism, Northwestern University, Evanston, IL**

- *Master of Science in Journalism: New Media, Kappa Tau Alpha Journalism Honor Society, 2009*
- ▶ As a consultant, collaborate with Fort Wayne Newspapers staff and online industry leaders to build advertising and marketing models for a fortwayne.com redesign
- ▶ Build a professional website, thm-usa.com, for a property management service, uniting website creation, Flash, and video into an easy-to-use resource for home owners
- ▶ Develop an in-depth health beat, tackling controversial topics such as cord blood stem cells, sex education, and HIV prevention

  

- *Bachelor of Science in Journalism: Magazine, Cum Laude, 2009*
- ▶ Employ a strong voice, audience research, and market understanding to improve editorial judgment as both a reporter and assignment editor
- ▶ Report on urban news and trends in the Chicago area
- ▶ Study feminist and queer theory as a Gender Studies minor

## SKILLS

**Web** • CSS, Dreamweaver, Drupal, Flash, Google Analytics, HootSuite, HTML, Search Engine Optimization, Social Media, WordPress

**Photography** • Canon Rebel

**Non-Linear Digital Editing** • Final Cut Pro

**Language** • English, Spanish

## VOLUNTEERISM

**Current** • Minds Matter Writing & Critical Thinking, Interlink Kids Connection

**Past** • Big Brothers Big Sisters, Chicago Public Schools English as a Second Language

## WEBSITE

Portfolio available at [kaleishafetters.com](http://kaleishafetters.com)

## REFERENCES

Available upon request