

Breanna Palmer

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DePaul University, Chicago, IL
Expected Graduation: June 14, 2026
Master's in Public Relations and Advertising
GPA: 3.84
Kansas State University, Manhattan, KS
Graduated: May 11, 2024
Bachelor of Arts in Journalism and Mass
Communication Cum Laude GPA: 3.86

PROFESSIONAL SUMMARY

Communications professional with 4+ years of experience in journalism, reporting, and broadcasting. Craft compelling narratives through thorough research tailored for specific audiences. Collaborates effectively in teams to develop strategic messaging and media campaigns. Proficient in audio production and skilled at adapting communication styles for diverse stakeholders.

SKILLS

Adobe Creative Suite (especially Audition, Premiere Pro)	Multimedia storytelling
SEO optimization	Interview techniques
Content Management Systems (CUE, WordPress, Canvas)	Fact-checking methodology
Social Media analytics and management (Google Analytics)	Cross-platform content adaptation
Audio and Video Editing	AP specific style guide expertise

WORK EXPERIENCE

News Director Wildcat 91.9 , Manhattan, KS	August 2023 – May 2024
- Curated and approved news content to ensure alignment with local community interests, resulting in a 20% increase in listener engagement. - Produced professional-quality daily newscasts in Adobe Audition, delivering timely and relevant information to a campus audience of 20,000+. Utilized NextGen software, optimizing production schedules and improving team efficiency for newscasts and weather updates.	
Promotions Director Wildcat 91.9 , Manhattan, KS	August 2022 – May 2023
- Analyzed audience engagement metrics through Google Analytics to optimize content strategy and maximize impact. Developed and executed a comprehensive social media strategy that increased follower engagement by 35% and expanded reach across campus. - Created compelling digital content using Adobe Premiere and Canva, for social media accounts and specialty shows.	
Assistant Editor-in-Chief & Staff Writer Manhappenin Magazine , Manhattan, KS.	January 2023 – May 2024
- Collaborated with the editor-in-chief to develop editorial strategy and content direction for quarterly print issues that reached 5,000+ readers. - Managed a comprehensive editorial calendar and ensured timely content delivery by coordinating with 15+ staff writers and designers. Reviewed and refined 20+ articles per issue for clarity, accuracy, and alignment with the magazine's style guidelines.	

INTERNSHIP/APPRENTICESHIP EXPERIENCE

Breaking News Intern Kansas City Star , Kansas City, MO	June 2023 –August 2023
- Produced 31 high-impact news and enterprise stories within a fast-paced, deadline-driven environment for a major metropolitan newspaper. - Collaborated with the audience engagement team to optimize content visibility through strategic SEO, resulting in increased article reach. - Mastered the CUE content management system to efficiently draft, edit, and prepare stories for multi-platform publication.	
Public Relations Intern Tassi Communications , Chicago, IL	February 2025 – May 2025
- Conducted daily media monitoring using TV Eyes and compiled executive briefings that tracked industry trends and competitor activities across social platforms. - Developed targeted media lists using Cision software and built relationships with journalists at 10+ publications, resulting in an increased pitch success rate. - Developed comprehensive brand communications strategy including engaging social media content, crisis management protocols, and internal promotional campaigns, resulting in enhanced client visibility and stakeholder alignment.	

COMMUNITY INVOLVEMENT

HONORS & AWARDS

DePaul PRSSA Chapter Member
Channel 8 Show Producer
Zeta Phi Beta Epsilon Mu Chapter, Vice President
Snyder Leadership Legacy Fellows, Member

Kansas Association of Broadcasters Best Newscast Audio
Project
Impact Peer Mentor Scholarship
Kansas State University Honors
Ice Marshall DB 92 Radio Award