



MIKALA KANE

CONTACT

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SKILLS

- Adobe Creative Suite
- Content management systems: Aurora WordPress, Arc, Snap, p2p, Newsgate CCI
- Social media: Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, Falcon.io, SocialFlow, Pinterest, Snapchat
- Google Analytics & Google Ads
- Email Marketing (Mailchimp)
- Web Accessibility
- SEO
- Basic HTML
- Photography & videography
- AP Stylebook

RECENT EXPERIENCE

DIRECTOR OF COMMUNICATIONS & DIGITAL STRATEGY

UConn Neag School of Education | August 2022 - present

- Oversee all communications, public relations and marketing strategies for the Neag School of Education.
- Act as the primary spokesperson for the School, responding to all media inquiries.
- Create and implement digital marketing and advertising campaigns, including designing assets.
- Write, edit, and distribute multiple press releases a month, successfully placing stories with news organizations.
- Manage the School's social media accounts and websites.
- Supervise full-time staff and several student workers.

PUBLICITY/MARKETING COORDINATOR

UConn School of Nursing | May 2020 - August 2022

SENIOR CONTENT EDITOR

The Hartford Courant | April 2018 - May 2020

DEPUTY MANAGER, UNIVERSAL COPY DESK

The Hartford Courant | Sept. 2017 - April 2018

MULTIPLATFORM EDITOR/PAGE DESIGNER

The Hartford Courant | March 2015 - Sept. 2017

COPY EDITOR/PAGE DESIGNER/WEB PRODUCER

The Post-Star | June 2014 - March 2015

EDUCATION

PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING

June 2022

Digital Marketing Institute & American Marketing Association

BACHELOR OF ARTS

Media studies, journalism and digital arts

St. Michael's College | Magna cum laude | Phi Beta Kappa

AWARDS

RISING STAR AWARD FINALIST

UConn Spirit (Staff) Awards 2022

JOHN D. DONOGHUE AWARD

St. Michael's College, May 2014

"Provided strong support, leadership and commitment to one or more of the college's student publications."