

Jessica Anne McLean

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PROFESSIONAL COMMUNICATIONS SKILLS:

- Public Relations: Interpersonal communication and relationship building, customer service, attention to detail, social media, research, meeting deadlines, teamwork, writing and editing ability, photography
- Marketing: Data analytics, storytelling, strategic and critical thinking, SEO, social media and website management, teamwork, adaptability, graphic design, newsletter creation
- Social Media: Knowledge of SocialFlow/Tweetdeck for scheduling posts, able to create effective original posts to increase engagement, experience with Canon T3i and T7i DSLR cameras, Photoshop to take original photos, video for posts, data analytics of posts to create effective strategies, knowledge of SEO, ability to find trends
- Communications: Leadership, customer service, content creation and management, newsletter creation, problem solving and creative thinking, editing, strong writing ability, technologically proficient

WORK EXPERIENCE:

EduStaff/Waterford School District

Lifeguard Supervisor at Waterford Pool and Fitness

April 2022 to Present

- Managed and interacted with staff during shifts, responded to patron's concerns and handled emergencies
- Opened and closed the facility, handled cash and made sure the pool is operating correctly, including handling chemicals, getting mail, completing task lists and making sure everything is clean
- Lifeguarded and worked the front desk as needed, including learning and operating ActiveNet
- Operated the facility during swim meets, making sure our equipment is running properly and coaches have what they need to run the meet

CNHI, LLC

Enterprise Reporter at the *Traverse City Record-Eagle*, Traverse City, MI

November 2021 to April 2022

- Attended daily media briefings where police logs for the city and county were presented by officers and deputies
- Wrote a daily story in Blox on deadline from police briefing, or on COVID-19, weather, breaking news or other police or court-related content, as well as larger, weekend stories and expanded police stories, including working with a photographer
- Regularly submitted Freedom of Information Act (FOIA) requests, called sources and maintained good relationships with them, conducted interviews and fact-checked names, birthdays and other facts for stories
- Took detailed notes, worked with a recorder and on transcribing notes and recordings on a computer for stories

MediaNews Group

Multimedia Online Journalist at *The Oakland Press*, Troy, MI

January 2019 to June 2021

- Managed website, newsletters and social media accounts for Media News Group dailies and weeklies
- Edited and formatted digital content in Blox according to the requested style, adding sections, keywords, photos, newsletter tags and sibling assets to each individual story
- Presented metrics on daily editor team calls, responded to reporter and editor requests, filling in for them as needed
- Created photo galleries on SmugMug and wrote accompanying stories for freelancer, renamed and gave proper accreditation to photos, uploaded those galleries to Blox in proper style, published them online and pushed them on social media
- Wrote original stories, published breaking news, police blotter, aggregated press releases, weather and coronavirus stories
- Photographed file photos and other pictures to accompany stories for publication in Blox with Cannon Rebel T3i and T7i

Paginator at *The Oakland Press*, Pontiac and Troy, MI

November 2015 to January 2019

- Designed news and sports pages for publication in Michigan and New York at the copy desk, known as “The Hub
- Communicated with editors and learned about essential editorial and design principles
- Coordinated with editors to publish breaking news, local news and Associated Press content in print
- Placed advanced feature and weekend content for Sunday papers
- Assisted in online work, including managing website, newsletters and social media accounts for *The Oakland Press* and other Digital First Media dailies and weeklies, including Facebook, Twitter; wrote and aggregated press releases; published photo galleries on SmugMug and pushed those galleries on social media; published breaking news, Associated Press, Washington Post, opinion and weekend content online

PUBLICATIONS AND OTHER WRITING

- Write and update content for *The Rose*, a creative writing blog (www.thewritaholic.com)
- Took initiative to write press release for Oakland County Parks and Recreation interview, **September 2023**
- Edited, wrote, took photos for and designed the Lakes edition of *The Spinal Column*, **July 2022**
- Published Record-Eagle story republished with follow-ups in The Associated Press, **February 2022**
- Contributed to *The Oakland Press*, wrote occasional articles and created photo galleries, **November 2015 to June 2021**
- Freelanced for the *Novi News*, October to December 2015, including a booklet on the South Lyon Pumpkinfest for the *The Milford Times*, **September 2015**
- Interned at the Lake Orion Chamber of Commerce, **Fall 2014**

COMPUTER AND LANGUAGE SKILLS

- Experienced in SocialFlow, Tweetdeck, Bitly, SaxoTech, Blox, SmugMug, Wordpress, Google Sheets and Docs, ActiveNet
- Edited and designed in Final Cut Pro, Photoshop CS6 and CC 2017, Adobe Bridge, InDesign, InCopy
- Knowledge of social media platforms, including Facebook, X, Instagram, DeviantArt, Tumblr and LinkedIn
- Proficient in basics of spoken and written Chinese and Spanish, basic understanding of German and Japanese

EDUCATION

Bachelor of Arts in Journalism | Oakland University, Rochester, MI

May 2015

Associates of Arts in Global Studies | Oakland Community College, Waterford, MI

June 2011

Study Abroad: British Literature | London, England

January 2008

OTHER WORK:

- **Food Court Employee at Costco Wholesale** **August 2023 to September 2024**
- **Lifeguard at Great Lakes Athletic Club** **October 2021 to November 2021**
- **Lifeguard at Huron Valley Pools and Fitness** **December 2008 to November 2015**