



KAYLA STEINBERG

WWW.KAYLASTEINBERG.COM

WORK HISTORY

Associate Communications Officer

YALE SCHOOL OF PUBLIC HEALTH, NEW HAVEN, CT
JULY 2020 - PRESENT

- Manage social media accounts and share timely public health information and research
- Create multimedia materials

Communications Coordinator

WASHTENAW COUNTY HEALTH DEPARTMENT, YPSILANTI, MI
FEB 2019 - JULY 2020

- Coordinate media campaigns around disease prevention, youth mental health, and the opioid crisis with budgets of over \$100,000
- Lead digital media, including photo, video, graphic design, websites, and social media
- Write news releases and respond to media requests

Freelance Communications Specialist

2016 - PRESENT

- Produced social media campaign for Michigan law firm defending survivors of Larry Nassar
- Website design
- Video production and editing
- Event and portrait photography

Communications Specialist & Health Educator

WASHTENAW COUNTY HEALTH DEPARTMENT, YPSILANTI, MI
2016 - FEB 2019

- Lead re-branding project
- Doubled social media reach
- Contributed to health education and health equity initiatives
- Nominated for Washtenaw County employee of the year, 2018

Editorial Fellow & Photojournalist

TWIN CITIES DAILY PLANET, MINNEAPOLIS, MN
2015-2016

- Published stories and photo essays focused on amplifying marginalized voices
- Conducted extensive research on story ideas and edited articles

Photographer & Writer

MACALESTER COLLEGE COMMUNICATIONS & MARKETING, ST. PAUL, MN
2014-2016

- Photographed school events and headshots
- Wrote stories for Macalester College website and publications

Production Intern

MICHIGAN RADIO - STATESIDE WITH CYNTHIA CANTY, ANN ARBOR, MI
SUMMER 2014

- Researched stories, conducted pre-interviews, wrote interview questions, and engineered interviews for daily news show

Communications Intern

FAIR HOUSING CENTER OF SOUTHEAST MICHIGAN, YPSILANTI, MI
SUMMER 2014

- Wrote and designed materials on landlord sexual harassment
- Researched cases

Communications Intern

AMERICAN CIVIL LIBERTIES UNION OF MICHIGAN, DETROIT, MI
SUMMER 2013

- Wrote blog posts and press releases on civil rights issues and cases

CONTACT

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EDUCATION

Macalester College St. Paul, MN

BA IN MEDIA AND CULTURAL STUDIES
2012-DEC 2015

- 3.9 GPA
- Dean's list Fall 2012 - Fall 2015
- Media and Cultural Studies Academic Excellence Award
- Spanish minor

SIT Study Abroad Nicaragua and Cuba

YOUTH CULTURE, LITERACY, & MEDIA
SPRING 2015

- Independent research project on Nicaraguan internet use and cyber café culture

SKILLS

- Photography
- Videography
- Graphic design
- Social media management
- Website development
- Photoshop, Premiere Pro, InDesign, Illustrator
- Working proficiency in Spanish
- Translating jargon to human