

KAYLIE SIROVY

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Creative communicator with experience delivering engaging and impactful journalism projects as a previous podcast producer. Self-taught audio journalist with strengths in project management and team leadership. Seeking a dynamic multimedia role focused on storytelling and community engagement.

WORK EXPERIENCE

Sales Associate, Reformation

August 2025 - Present

1. Meet sales goals while nurturing long-term customer connections.
2. Deliver a welcoming store experience.
3. Educate shoppers on products and sustainability stories.
4. Help keep inventory organized and secure.
5. Contribute to a healthy, upbeat team atmosphere.

Freelance Writer, Minnesota Spokesman-Recorder

June 2025 - Present

1. Researched and wrote original stories on deadline for digital and print publications, covering topics from local politics to cultural features.
2. Collaborated with editors to refine story angles, meet editorial guidelines and deadlines, and ensure factual accuracy and clarity.

Podcast Producer, The Minnesota Daily

May 2023 - May 2025

1. Develop audio podcast topics and episode ideas by strategizing based on analytics.
2. Record and edit audio for 80+ In The Know episodes, averaging 150-200 listens each time.
3. Manage a small team of 3 reporters as their editor.
4. Created and now manage video segments produced for the Daily's YouTube account including short and long-form stories.
5. Restarted the Daily's sport podcast, The Gold Standard, with a recent episode gaining 1300 listens.
6. Named Editor of the Year (2025) for outstanding editorial leadership and innovation.

Writing Intern, UMN School of Public Health, MHA program

Oct 2023 - Jan 2025

1. Interview subjects for stories and features including faculty, professionals, and students.
2. Copyedit newsletters and articles.
3. Work within the 3-5 person team of marketing communications.
4. Write stories to promote the MHA program and highlight its students and faculty.

EDUCATION

Bachelor of the Arts in Journalism, Cultural Studies and Comparative Literature, Minor in Sustainability Studies

Sep 2021 - May 2025

University of Minnesota, Twin Cities

- Relevant classes
 - Advanced visual storytelling
 - Discourse of the novel
 - Media Design
 - Critical Theory and Social Change
 - Intermediate News Reporting

ADDITIONAL INFORMATION

- **Technical Skills:** Project Management, Adobe Creative Suite, Videography, Leadership, Reporting, Editing
- **Soft Skills:** Strong critical thinking, problem-solving skills, compelling stories, attentive, curious, ethical, organizational and communication skills