

Bailey Snow

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Education

Cal Poly, San Luis Obispo
BS Journalism
Class of 2021
Honors Program

Profile

As a student writer and current editor, I am driven to provide context and information that serves the audience. Combined with a variety of multimedia journalism experience across numerous platforms, I seek to shine a light on untold stories and people. I am proven to thrive under intense pressure, and I am dedicated to creating groundbreaking content in a wide variety of media formats.

Skills

Editorial: Interviewing, news reporting, writing on tight deadlines

Editing: AP style, editing print and Web stories

Audio: Pro Tools, Zetta, Ableton Live Suite, Logic Pro, MIDI, sound engineering, soundboard mixing, in-studio mixing, session recording, post-production, show production, radio production, DJing, podcast production

Multimedia: photography, videography, Adobe Creative Suite (Photoshop, Premiere, InDesign, Illustrator, Audition)

Social Media: Twitter, Instagram, Reddit, Facebook, social copy editing

Web: SEO, Wix, WordPress, Joomla, HTML

Languages: English, German (proficient), Spanish (conversational)

Other: Microsoft Office (Word, Excel, PowerPoint, SharePoint, Teams)

Awards

2014 USA Today Make a Difference Day Winner
2014 Molina Community Champion Award

Experience

Staff Writer/Editor/Community Manager
Casual Fridays Magazine • Jan 2020 – Present
Remote/Atlanta, GA

- Develop and refine print/Web articles and video scripts.
- Manage the Casual Fridays official subreddit.
- Discover and interview interesting brands, artists, and musicians for the magazine.
- Publish articles on the Casual Fridays website, as well as print articles in Issue 03 and The Black Issue, Vol. 1.
- Work as part of a team of 9 to publish our quarterly print magazine

Radio DJ/Production Director/Audio Engineer
KCPR 91.3 FM • Oct 2017 – Sep 2019
San Luis Obispo, CA

- DJed both on-air and live in concert, designed merchandise, created general art/design, planned events, acted as a talent liaison, and trained new recruits.
- Managed the KCPR official Twitter account, increasing Twitter engagement over 3x.
- Produced, edited, and was responsible for all audio that came out of the station.
- KCPR was voted as the #1 college radio station in the USA by Great Value Colleges.

Founder/CEO

BrickDreams • May 2012 – November 2014
Granite Bay, CA

- Founded BrickDreams, a nonprofit charity that takes donations of LEGO from the community and gives them to children in need, specifically those affected by domestic violence and/or felony abuse
- Managed the entire charity by myself, which included sourcing donations, packaging the LEGO, and finding shelters/organizations through which to donate the LEGO to kids.