

# Desiree Cole



## DESIREE COLE

desireecole@icloud.com

## EDUCATION

COLUMBIA COLLEGE  
CHICAGO | 2010 - 2013  
BACHELOR OF ARTS  
in Creative Writing

JOHNSON COUNTY COMMUNITY  
COLLEGE | 2005 - 2009  
ASSOCIATE OF ARTS  
in Graphic Design

## PROFICIENT:

WordPress, Search Engine Optimization  
(SEO), Microsoft Word

## BASIC KNOWLEDGE:

Adobe Photoshop, InDesign, Premiere,  
emfluence Email Platform, iMovie,  
Google Analytics, HTML, Microsoft Excel,  
Microsoft Powerpoint, Social Analytics

 [www.linkedin.com/in/desireemcole](http://www.linkedin.com/in/desireemcole)

 [www.desireecole.me](http://www.desireecole.me)

 **CITY WIDE MAINTENANCE | LENEXA, KS | May 2018 - Present**  
Role: **MARKETING CONTENT SPECIALIST**

- Works at the Home Office and supports 60+ locations in the U.S. and Canada
- Writes/edits marketing content including email campaigns and print materials
- Edits weekly e-newsletters with multiple author submissions and edit rounds
- Produces blogs to highlight featured services of the month
- Performs website updates in Wordpress for 60+ locations

 **DAILY GUIDEPOSTS BOOK | NEW YORK, NY | Dec. 2017 - Present**  
Role: **WRITER | GUIDEPOSTS**

- Annual devotional writer

 **GUIDEPOSTS MAGAZINE | NEW YORK, NY | June 2017 - Present**  
Role: **EDITOR | MYSTERIOUS WAYS MAGAZINE**

Began freelancing in December 2017 after moving to Kansas City

- Wrote columns for *Guideposts*, *Angels on Earth*, and *Mysterious Ways*
- Interviewed and rewrote reader-submitted narratives
- Interviewed best-selling authors for print, digital, and Facebook Live
- Scheduled posts for *Mysterious Ways*' Facebook, Twitter, and Instagram
- Produced original videos

 **AMERICAN MEDIA INC. | NEW YORK, NY | April 2015 - June 2017**  
Role: **SENIOR EDITOR | STARMAGAZINE.COM**

Role: **WEEKEND EDITOR | RADARONLINE.COM**

- Directed daily content based on Google Analytics
- Created original videos to report trending news
- Managed Facebook and Twitter accounts
- Watched Google Analytics in real time for traffic spikes
- Produced e-newsletters that highlighted the week's best-performing content
- Pitched a morning news list on what stories to cover
- Wrote breaking news alongside a production team
- Worked with sources for exclusives and monitored site's tip line

 **QUESTEX MEDIA | NEW YORK, NY | July 2014 - March 2015**  
Role: **ASSOCIATE EDITOR | AMERICAN SALON MAGAZINE**

- Reported at New York Fashion Week
- Interviewed beauty industry leaders for monthly columns
- Worked with major beauty companies to cover product launches

 **ESCALATE MEDIA | CHICAGO, IL | March 2013 - July 2014**  
Role: **EDITOR, SOCIAL MEDIA EDITOR | WOMENSFORUM.COM**

- Assigned trending stories to freelance writers every morning
- Managed Facebook and Twitter
- Wrote branded content for the marketing and sales team
- Was the editorial eye for developers when launching the site's first mobile app

 **CHICAGO SUN-TIMES | CHICAGO, IL | Jan. 2013 - May 2013**  
Role: **REPORTER INTERN | GRID MAGAZINE**

- Interviewed and wrote small columns about local start-up businesses
- Transcribed interviews for reporters

 **NEWCITY MEDIA | CHICAGO, IL | May 2012 - Aug. 2012**  
Role: **REPORTER INTERN | NEWCITY NEWSPAPER**

- Interviewed and wrote columns about Chicago's culture