

ABIGAIL SIATKOWSKI

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Community-oriented journalist with experience in audience engagement, reporting and editing

JOURNALISM EXPERIENCE

KOSU RADIO (August 2024 – present; Oklahoma City, OK)

Digital Producer

- Use web analytics to identify and package news and music content for Instagram, Facebook, X, TikTok, Reddit, Threads, YouTube and Bluesky, earning as many as 2.6 million views on a single post
- Strategize ways to increase online reach with data-driven research, such as starting a station Reddit account, connecting stories to news aggregators and collaborating on social media posts with other relevant news outlets, including NPR
- Create and implement the station's social media response to breaking news, generating hundreds of thousands of views
- Report civic engagement stories for digital and radio, including pieces that have aired on NPR

LOS ANGELES TIMES (July 2023 – September 2024; Los Angeles, CA/remote)

Freelance Reporter

- Leveraged my college network to report a [piece](#) about Generation Z's response to fast fashion and its climate impacts
- Compiled a [resource guide](#) by researching environmental organizations in L.A. and tips for keeping eco-friendly habits

UCLA DAILY BRUIN (October 2020 – June 2024; Los Angeles, CA)

Managing Editor (April 2023 – June 2024)

- Oversaw the operations of the Daily Bruin's 20 sections, managing a team of 70 editors and 400 staffers
- Facilitated content production, making quick judgments on sensitivity, anonymity, correction requests and ethics
- Steered the Daily Bruin's award-winning coverage of the [Palestine solidarity encampment](#) at UCLA, helping produce more than 100 pieces of content and live-posting events on X

Magazine Director (May 2022 – June 2023), Content Editor (May 2021 – June 2022)

- Led the Daily Bruin's magazine, managing a team of more than 20 members and creating a vision for each issue
- Edited more than 40 magazine articles per year for content, narrative flow, grammar and AP style

Writer (October 2020 – June 2024)

- Reported and wrote articles for the magazine, as well as the Daily Bruin's News, Sports and Arts sections

LOS ANGELES MAGAZINE (June 2022 – September 2022; Los Angeles, CA/remote)

Editorial Intern

- Pitched and wrote more than 20 search-friendly articles, including a weekly new music column
 - Fact-checked articles more than 6000 words long with online research and by contacting sources via phone and email
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DIGITAL COMMUNICATIONS EXPERIENCE

UCLA LIBRARY (August 2022 – August 2024; Los Angeles, CA/remote)

Web Editor

- Built webpages for the new UCLA Library and UCLA Film & Television Archive websites, including selecting images and editing text for content, clarity, flow, style and ADA guidelines
- Wrote articles and press releases, including pitching a piece about [former University Librarian Ginny Steel's career](#)

HEIDI DUCKLER DANCE (June 2023 – September 2023; Los Angeles, CA)

Marketing and Development Intern

- Led a redesign of the company website using WordPress to increase visual simplicity and text readability
 - Developed an online marketing strategy based on identifying and reaching a new target audience of young professionals interested in socially conscious art
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EDUCATION

University of California, Los Angeles (September 2020 – June 2024)

Bachelor of Arts in Communication, Minor in Information and Media Literacy

- 3.993 GPA (Summa Cum Laude) and College Honors program
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SKILLS

- Content management systems (including Craft, WordPress, Camayak and NPR Grove) and HTML
- Multimedia editing platforms including Adobe Premiere Pro, Adobe Audition, Figma and Canva