

Kara Headley

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EDUCATION

M.A. Strategic
Communication, Michigan
State University
- Graduate Certificate in
Digital Media
- Graduation: Dec. 2025
- GPA: 4.0

B.A. Professional Writing,
Michigan State University,
Dec. 2020
- Minors: Environmental
and Sustainability
Studies, Documentary
Production
- Honors College

HONORS AND AWARDS

Editorial Fellow, Women
and Hollywood, 2021

CONFERENCES

Write-a-thon reviewer,
ComSciCon-Michigan 2025

CERTIFICATIONS

USA Certified Ethical
Advertising Executive;
Institute for Advertising
Ethics Green Shield

SKILLS

Adobe Creative Suite:
Premiere Pro, After
Effects, InDesign,
Photoshop, Illustrator
Mailchimp
Canva
Sprinklr
Buffer
CMS: Omni, Mura, Drupal,
WordPress
Microsoft Suite

WORK EXPERIENCE

Communications Manager I

Michigan State University-DOE Plant Research Laboratory
MSU Molecular Plant Sciences Aug. 2021 - Present
East Lansing, MI

- Write articles on scientific and personal achievements of members of our community
- Establish communications policies and procedures
- Manage X/Twitter, LinkedIn, and Facebook profiles and track analytics
- Curate and send monthly e-newsletters using Mailchimp
- Film and edit short interview videos for YouTube and social media
- Take and edit photos
- Member of the Community Building and Outreach Committee, where I assist with DEI and outreach efforts within the community
- Digital Accessibility Liaison for the PRL, with expertise in producing accessible online content

Communication Coordinator

Jan.-Aug. 2021

Media Communications Intern, Student Team Leader

MSU Innovation Center Jun. 2019 – Jan. 2021
East Lansing, MI

- Assist communications director in overseeing editorial and social media content
- Run all social media accounts, @MSUInnovation
- Write news features about new innovations, faculty members, and events
- Oversee team of interns and their projects

Social Media Manager, Script Supervisor

Atomic Lounge Films Jun. 2014 - Present
Detroit, MI

- Maintain schedule for film shoots
- Manage social media channels (Twitter and Facebook)
- Coordinate 3-8 people in creating content for social media campaigns
- Update social media calendar, track metrics, and schedule posts

Social Media Specialist and Staff Writer

Jun. 2019-May 2021

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East Lansing, MI

- Manage all social media accounts, gaining 1300+ followers
- Write film reviews and conduct interviews for website content