

Karsten Burgstahler

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Summary of Qualifications

Public Relations graduate student with professional journalism experience and collegiate integrated communications experience. Well-versed in media relations, consumer research and social media management.

Experience

Media Supervisor/Project Coordinator, The Agency at UF, Gainesville, FL May 2016-Present

- Direct media release development and traditional media outreach for all accounts.
- Complete environmental scanning to find social media trends the firm can use to promote itself and its clients.
- Develop client proposals for earned and shared media campaigns.

Teaching Assistant, University of Florida, Gainesville, FL Aug. 2015-Present

- **International Public Relations (Jan. 2017-Present)**
 - Grade weekly discussion posts and reading questions.
 - Supervise team presentations.
- **Multimedia Writing (Aug. 2015-Dec. 2016)**
 - Led two lab sections per semester focused on a variety of topics, including reporting, public relations and social media management.
 - Researched current trends in communication fields to ensure lessons remained relevant for students.

Reporter, Journal Gazette Times-Courier, Charleston, IL May 2014-July 2015

- Covered three distinct beats: Eastern Illinois University, Charleston, IL city council and Mattoon, IL public schools.
- Maintained relationships with city officials and school administrators to take complicated issues and translate them for readers.
- Reported on breaking news and cultural events both in online articles and on social media.
- Increased the paper's Twitter account followers by 50 percent and launched the paper's sports Twitter account.

Editor/Reporter, Daily Egyptian, SIU-Carbondale, Carbondale, IL Aug. 2012-May 2014

- Sat on the paper's editorial board for 1.5 years, overseeing desks such as Campus, Entertainment and Online.
- Covered matters related to Southern Illinois University's administration, including its president and Board of Trustees president and chancellor.

Education

University of Florida, Gainesville, FL GPA: 4.0 Aug. 2015-April 2017

- Master of Arts in Mass Communication
- Specialization: Public Relations

Southern Illinois University, Carbondale, IL GPA: 3.89 Aug. 2012-May 2014

- Bachelor of Science, Graduated Magna Cum Laude May 2014
- Major: News-Editorial Journalism
- Minors: Sociology, Screen and Visual Cultures

Awards

- **First Place** (with staff), University of Illinois Department of Journalism Knight Chair Award for Investigative Reporting 2015, College Enrollment Series
 - This week-long series required approximately a month of research and interviews to explore the state of enrollment in East Central Illinois, how university officials were trying to correct it and what economic impact it had on the surrounding communities.
- **Third Place** (with staff), Illinois Associated Press Media Editors 2015, news reporting series, for the College Enrollment Series
- **First Place**, Illinois College Press Association 2015, Feature Story Writing, "Glenn Poshard's final day"
 - This story involved a day-long interview with outgoing SIU President Glenn Poshard as he met with staff and students for the last time.

Skills

.5 - 1 Year

- Adobe Creative Suite
- Media Relations via Meltwater

1 - 2 Years

- Photography
- Primary and Archival Research
- Social Media Management

2+ Years

- Interviewing
- WordPress blogging and content management
- Editing w/AP Style