

Kelsey Lentz

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EDUCATION

PENNSYLVANIA STATE UNIVERSITY

Aug 2016 - May 2020

- Bachelor of Arts- Digital Journalism

EXPERIENCE

PAT TILLMAN FOUNDATION

Aug 2024 - Present

Public Relations Associate

- Leverage my journalism background to craft compelling stories that highlight Tillman Scholars and advance the Foundation's mission.
- Lead media outreach for high-profile events and Foundation initiatives, **increasing media coverage by 40%**.
- Draft press and marketing materials, including releases, media kits, fact sheets, and alerts.
- Track and analyze media coverage using tools like Cision, MuckRack, and Meltwater.
- Prepare Tillman Scholars and C-suite executives for media interviews with tailored messaging and coaching.
- Collaborate with the NFL and key sports figures to expand the Foundation's reach and increase visibility.
- Manage internal communication projects, including launching an employee newsletter to highlight key Foundation developments.
- Introduced Asana within my first two months to streamline project management and improve team efficiency.

PENSKE MEDIA CORPORATION, SHE MEDIA

Nov 2023 - Aug 2024

News & SEO Editor

- Coordinated and conducted interviews with top talent across network television, working hand in hand with press contacts.
- Tracked revenue data weekly through Looker, Amazon Associates, and Trackonomics to determine new content avenues.
- Built primetime TV vertical for Soaps.com from the ground up, **exceeding traffic goals by 25% within the first three months**.

DOTDASH MEREDITH, PEOPLE MAGAZINE

Oct 2020 - Aug 2023

Assistant Editor, SEO (May 2022 - Aug 2023)

- Fostered strong relationships with PR professionals to facilitate talent interviews, media coverage, and sponsored content.
- Utilized journalistic storytelling to create engaging narratives for press releases, pitches, and other communications materials.
- Monitored celebrity and pop culture trends to ensure content was always culturally relevant and consistent with the news cycle.
- Identified newsworthy angles within diverse subjects, transforming ordinary stories into attention-grabbing pieces.
- Built PEOPLE magazine's evergreen content library, **resulting in a 2.8% MoM increase in site traffic**.

Editorial Commerce Producer (Oct 2020 - May 2022)

- Wrote product-focused, search-optimized articles for in-house brands to convert readers into buyers.
- Collaborated with brand representatives and PR professionals on strategic affiliate marketing campaigns and product coverage.
- Conducted comprehensive competitor analysis, evaluating product offerings, pricing strategies, and content approaches.
- Researched consumer industry trends and behaviors, as well as customer preferences, to make engaging product recommendations.

THE HOLLYWOOD REPORTER

May 2019 – Aug 2019

Digital Editorial Intern

- Wrote movie, television, and celebrity feature articles for THR's website, optimizing SEO and driving site traffic.
- Attended red carpet events, including press briefings, galas, movie premieres, film festivals, etc., and interviewed the talent.
- Created social content for live events, including tweets, photos, and livestream videos to engage users in real time.

LEADERSHIP & COMMUNITY

PUBLIC RELATIONS SOCIETY OF AMERICA, CHICAGO CHAPTER

Aug 2024 - Present

Programming Committee

- Plan and coordinate events that foster professional growth and industry engagement.
- Create newsletter content and social promotions to drive awareness and participation within the Chicago chapter.

PENN STATE ALUMNI ASSOCIATION, CHICAGO CHAPTER

May 2024 - Present

Internal & External Communications

- Develop and execute internal and external communications strategies to engage chapter members and promote alumni events.
- Create content for newsletters, social media, and event promotions, effectively communicating chapter updates.