

Kaley Patterson Dorsey

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EXPERIENCE

Townsquare Media, Lawton, OK — *Regional Digital Managing Editor*

July 2022 - Present

Managed content contributors for stations in Lawton, Oklahoma, Wichita Falls, Texas, and Victoria, Texas; maintained the websites and social media platforms for each station; assisted content contributors with daily story ideas; edited content contributors' stories for grammar and layout and design; designed graphics and sourced photos for content contributors' stories; assisted with station event promotion; managed station contests; assisted sales associates with client radio commercials, video production and website contests

City of Lawton Office of the City Manager, Lawton, OK — *Communications and Marketing Manager*

March 2020 - June 2022

Designed and developed graphics daily for the City's social media platforms; filmed and edited videos daily for various monthly video series; drafted social media and traditional media strategies for City events, programs, updates and services; wrote and edited City press releases and public service announcements; coordinated with local television, radio and print media; assisted all departments with media inquiries from traditional to social media; assisted with emergency communications; monitored the City's social media platforms, Facebook, Twitter, Instagram and YouTube; deciphered analytics for City and authorities' social media platforms; crafted online surveys for the City and its various departments; curated the City's monthly employee newsletter and the City's yearly State of the City publication

Cameron University Office of Admissions, Lawton, OK — *Graduate Admissions Counselor*

August 2018 - April 2020

Recruiter for the university's graduate programs in Business, Education and Psychology; attended graduate fairs and career fairs to reach prospective students; designed and developed content for view books, posters, fliers and brochures for the university's graduate programs; planned recruitment events; developed communication plans for prospective graduate students; served on the university's social media task force and website committee

Lawton Fort Sill Chamber of Commerce, Lawton, OK — *Communications Manager*

August 2017 - July 2018

Designed and developed content for the chamber's weekly newsletter; wrote media advisories and press releases; designed brochures, posters and handouts for various chamber events; oversaw production and kept inventory of multiple chamber publications; took photos and/or videos at/for chamber events; manned social media accounts for the chamber, the Lawton Fort Sill Convention and Visitors Bureau and the Lawton Proud movement; maintained and updated the chamber's website; assisted with office duties and greeted/helped guests

EDUCATION

Cameron University, Lawton, OK — Bachelor of Arts in Communication, 2015

Frederick High School, Frederick, OK — High School Diploma, 2011

SKILLS

Adobe Creative Suite
Microsoft Office
Brand Management
Layout and Design
Photography/Videography
Web Design
Familiar with AP Style
Social Media Savvy
Familiar with Apple Mac/PC
PDF Accessibility
Email Marketing
Graphic Design

ACTIVITIES/AWARDS

Oklahoma NextGen Under 30, Media, 2016
Silver ADDY Recipient, Oklahoma American Advertising Awards, 2015
Lawton Community Theatre Board Member
Lawton Philharmonic Orchestra Board Member
Arts for All Gala Committee
Arts for All Festival Committee
580 Monthly Contributor
Staff Writer/Editor/Ad Manager, The Cameron University Collegian, 2013-15
Honorable Mention, Columns, 2015 Oklahoma Collegiate Media Association
Honorable Mention, Feature Writing, 2015 Oklahoma Collegiate Media Association
Outstanding Aggie of Tomorrow, 2015
Aggie Ambassador, 2012-15