



# Leina Kayser

## Multimedia Journalist

Multimedia Journalist with 1 year of experience in producing compelling content across digital, print, and broadcast platforms. Skilled in news writing, video editing, and social media management. Proven ability to work under tight deadlines and adapt quickly to breaking news situations. Adept at collaborating with cross-functional teams and multitasking in fast-paced environments. Seeking to contribute strong storytelling skills and passion for journalism to a dynamic news organization.

[leina.kayser@gmail.com](mailto:leina.kayser@gmail.com) 

(533) 031-6916 

123 Maple Street, Milwaukee, WI 53202 

### Education

**Bachelor of Arts in  
Multimedia Journalism  
at University of  
Wisconsin-Madison, WI**

Sep 2017 - May 2022

Relevant Coursework: News Writing and Reporting, Digital Storytelling, Media Ethics and Law, Broadcast Journalism, Multimedia Production, Investigative Reporting, Social Media Strategies, Data Journalism, Audio and Video Editing, and Photojournalism.

### Links

[linkedin.com/in/leinakayser](https://www.linkedin.com/in/leinakayser)

### Skills



## Employment History

### Multimedia Journalist at Gannett Wisconsin Media, WI

Feb 2023 - Present

- Increased average monthly engagement on Gannett Wisconsin Media's social media platforms by 25% through the implementation of innovative content strategies and audience targeting techniques.
- Spearheaded a comprehensive investigative report on local government corruption, which led to a 30% increase in digital subscriptions and was recognized with a prestigious state journalism award.
- Developed and produced a weekly video series highlighting community events and stories, resulting in a 40% increase in video views and contributing to a 15% growth in overall online traffic for the publication.

### Associate Multimedia Journalist at WKOW 27 News, WI

Jul 2022 - Dec 2022

- Successfully increased social media engagement by 35% through the creation and promotion of compelling multimedia content on WKOW 27 News platforms.
- Spearheaded a major investigative report that uncovered corruption within a local government agency, leading to significant reforms and earning a prestigious journalism award for the station.
- Consistently met tight deadlines as the lead reporter on breaking news stories, contributing to a 25% increase in viewership for the station's evening news broadcasts.
- Developed and produced a weekly human-interest segment that became one of the top-rated features on WKOW 27 News, attracting new advertisers and generating a 20% increase in ad revenue.

## Certificates

### Multimedia Journalism Certificate (MMJC)

Dec 2021

### Drone Journalism Certification

May 2020

## Memberships