

REBEKAH HANGE

COMMUNICATIONS PROFESSIONAL

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rebekahhange.com/portfolio

2026 E 70th Terrace, KCMO 64132

EDUCATION

Photojournalism, Russian Language Minor

Rochester Institute of Technology

SKILLS

- Strategic Communications
- AP Style
- Social Media Strategy
- Multi-media Storytelling
- Non-linear Video Editing
- Narrative Writing
- Canon, Nikon & Sony Camera Systems
Cinema cameras, esp. Black Magic
- Pocket Cinema Pro 6K & Canon C200
- Studio Photo & Video Production
- Raw Video Filming & Editing Processes
- Visual Storytelling
- Website Design & Content Management
- Graphic Design
- Russian Language
- Print Image Layout & Magazine Design

SOFTWARE & TOOLS

- Premiere Pro
- Audition
- After Effects
- Illustrator
- Photoshop
- Lightroom
- InDesign
- Photo Mechanic
- Wordpress
- Finalsite Composer
- TV Eyes
- Google Analytics

WORK EXPERIENCE

COMMUNICATIONS SPECIALIST

Independence School District

March 2023 - Present

- Created and implemented organization visual branding, including font selection, secondary color selection, and brand asset development
- Wrote organization staff social media policy
- Assisted Director of Public Relations in crafting emergency communications, including robocall scripts, email communications and staff talking points
- Designed and ran social media advertising campaigns using paid Meta Business Suite ads; tracked campaign success through engagement data and analytics
- Assisted in event planning and execution
- Developed and executed cross-platform communications plans for key organizational initiatives
- Established standards for media tracking, including weekly monitoring and recording of organization mentions in new media using TV Eyes and Google Alerts for reports to organization leadership
- Developed norms for routine social media engagement data assessment on a quarterly basis for reports to organization leadership
- Lead the research and selection of a new website vendor (design and migration to Finalsite platform currently in-progress for a summer 2024 launch)
- Advised department on professional camera equipment purchases
- Acted as primary social media and website content creator, including developing content calendar, creating visuals, writing text and posting to Facebook, X (Twitter), Instagram, LinkedIn and Youtube platforms

CREATIVE SERVICES SPECIALIST

Lee's Summit R-7 School District

July 2020 - March 2023

- Created and implemented organization visual branding, including font selection, standardization of organization color use, and creation of visual identity
- Acted as primary visual storyteller for all photo, video and graphic design content
- Created written and visual content for digital newsletters (see *R-7 Photo* at rebekahhange.com/portfolio)
- Wrote copy for social media posts
- Created visual content for information campaigns

AUDIENCE DEVELOPMENT INTERN

KCUR 89.3

Summer 2018

- Multi-media news reporting for digital platforms
- Social media development: managing Instagram stories and posts, writing Twitter sharetext, contributing to email campaigns
- Developed system for digital archive organization to ensure ease of access and proper image attribution