



SYDNEY KALICH

DIGITAL JOURNALIST, AUDIENCE SPECIALIST

WORK EXPERIENCE

NewsNation, Nexstar Media Group

Senior National Producer Sept. 2023 - current

- Audience lead for network. Develop and implement content and syndication strategy for 190 Nexstar affiliates, now responsible for 25% of NN's overall traffic.
- NN representative for affiliates, wire service, various teams.
- Manage and implement homepage strategies, upping recirculation rates. Monitor performance and optimize production and processes to meet monthly KPI goals.
- Create, coordinate and develop two original newsletters

Senior Digital Producer Dec. 2021 - Sept. 2023

- Led, managed digital team with up to 11 direct reports, coordinating breaking news coverage on all platforms
- Make editorial decisions and delegate daily content plan for daypart. Create and execute digital coverage plan for presidential town halls.
- Implement SEO best practices to promote growth. Foster relationships with broadcast, other teams

Shift Lead and Digital Producer Aug. 2020 - Dec. 2021

- Wrote and edited up to 15 original unbiased national news stories a day. Produced daily morning newsletter and digital morning show using OBS.
- Helped build digital, social strategy. Led team in breaking news on Gabby Petito case, RBG death and Surfside Towers.

NBCLA, NBCUniversal

Digital & Special Projects Producer July 2019 - Aug. 2020

- Grow YouTube account from 5k to 90k in 11 months
- Pitched, produced original content: articles, special projects, videos.
- Covered breaking news events, served as sole digital producer during key times. Worked with reporters, producers and assignment editors throughout news gathering process.

KOMU8


Digital Producer, Multimedia Journalist May 2017- May 2019


- Responsible for turning dayturn stories by producing a package, web story. Foster relationships with sources.
- Reported on breaking news, localizing national stories.
- Responsible for managing KOMU's social media accounts, and creating Facebook videos.


Index on Censorship


Writer Jan. 2018 - May 2018

- Produced multimedia content including podcasts, long form articles for the website.
- Analyzed legal documents and sensitive materials

 Upon request

 sydney.kalich@gmail.com

 www.sydneykalich.com

 Chicago, IL - open to remote roles or relocation

SKILLS

- Poynter Essential Skills for Rising Newsrooms (Dec. 2022)
- Google Analytics certified
- AHREFS
- Adobe Analytics
- Wordpress
- Sailthru
- Team management
- News judgement

EDUCATION

University of Missouri

Bachelor of Journalism -TV Reporting
Additional: International Journalism Interdisciplinary Degree & Multicultural Certificate