

CourtneyKless

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Skills:

- Adobe Illustrator, InDesign, Photoshop
- Facebook, X, Instagram, LinkedIn
- WordPress, content management systems, analytics
- Constant Contact, EmailOctopus
- News writing, feature writing, AP Style, press releases
- Copy editing, video editing, audio editing, digital storytelling
- Content strategy
- Photography
- Event planning and coordination

Awards:

- **2023-2024 Syracuse Press Club Awards**
First Place, "Best Newsletter or Trade Publication," Q1 issue of *Northeast Dairy Magazine*
- **2022-2023 Syracuse Press Club Awards**
Honorable Mention, "Best Magazine," June 2022 issue of *Family Times*
- **2021-2022 Syracuse Press Club Awards**
Honorable Mention, "Best Magazine," March 2021 issue of *Family Times*
- **2020-2021 Syracuse Press Club Awards**
First Place, "Best Magazine," September 2020 issue of *Family Times*

Relevant Experience:

Government Relations Specialist, *MACNY, The Manufacturers Association*
Syracuse, New York December 2025 — Present

- Communicate MACNY's public policy priorities to elected officials, agency staff, and members through memos, explainer videos, and webinars
- Assist in planning legislative and public policy events
- Collaborate with the Marketing and Communications team to create social media content
- Developed a communications plan for Government Relations initiatives

Managing Editor, *Northeast Dairy Media*
Cazenovia, New York November 2022 — July 2025

- Led editorial strategy and content development for a quarterly dairy industry magazine
- Aided in the preparation of email newsletters
- Managed content updates for the online directory and Buyers Guide
- Took photographs at events

Editor in Chief, *Family Times*
Cazenovia, New York August 2019 — July 2025

- Planned and directed editorial content for a monthly regional parenting publication
- Proofread content during all stages of the production process
- Implemented a digital content strategy, increasing readership
- Introduced new editorial features to enhance audience engagement

Media Advisor, *St. John Fisher University*
Rochester, New York September 2016 — May 2018

- Managed operations of the monthly student magazine and associated website
- Advised and trained students during news gathering and production
- Launched an e-mail newsletter to increase traffic

Page Designer/Copy Editor, *Utica Observer-Dispatch*
Utica, New York August 2015 — September 2016

- Designed pages for the sports section, often under tight deadlines
- Edited stories for accuracy, clarity, and AP style
- Wrote engaging heads, subheads, and captions

Assistant Sports Editor, *Oneida Daily Dispatch*
Oneida, New York August 2013 — July 2015

- Covered local high school and college sports
- Updated the website and social media accounts daily with features and timely coverage
- Collaborated with fellow reporters and editors to create special sections

Education:

S.I. Newhouse School of Public Communications, Syracuse University
Master of Arts: Magazine, Newspaper and Online Journalism
Sports Communications Emphasis June 2013