

Kelsey Driscoll
CONTENT STRATEGIST/CREATOR
kelseybdriscoll.com

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EXPERIENCE

AOL.com

Programming Manager, Sports
September 2017 - present

Programming Manager, Photo
March 2017 - September 2017

Associate Photo Editor
June 2015 - March 2017

Photo Editing Fellow
August 2014 - June 2015

- Lead strategy and planning around major sports tentpole events including the Super Bowl, Olympics and March Madness
- Create optimized sports content to hit traffic goals
- Conduct interviews with talent including Stephen Curry, Kevin Millar and Randy Moss
- Create photo galleries and slideshows to pair with content to create an appealing and informative experience
- Specialize in photo-first franchises as well as original content around news/sports tentpoles and happenings
- Provide legal guidance on photo usage
- Work across all channels in addition to overseeing visuals on the homepage, mail page and mobile app

Rochester Red Wings

Minor League Baseball
Photographer
April 2013 - September 2013,
April 2014 - May 2014

- Photographed all home games and team events as well as nearby road games
 - Edited photos for immediate publication on team website
 - Photographed specific game action to be published in the 2013 Red Wings team card set
 - Photographed stadium events including weddings
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EDUCATION

Rochester Institute of Technology

Bachelor of Fine Arts in Professional
Photographic Illustration concentrating in
Photojournalism
September 2010 - May 2014

Member of the National Press
Photographers Association and Delta Phi
Epsilon Sorority

HIGHLIGHTS

- Contributed over 125 million page views to AOL.com in 2017
- Lead coverage on major tentpole events across AOL.com and the AOL app including the NFL season, Winter Olympics and March Madness
- Efficient in Adobe Creative Cloud programs including Photoshop, Lightroom, InDesign, Premiere
- Trained in AP Style
- Invested in metrics and numbers-based growth
- Experience with several styles of in-house content management systems as well as WordPress and Tumblr
- Active on all major social media platforms
- Basic proficiency in Spanish, American Sign Language