

Nicole Kavros

Public Relations & Communications

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WORK EXPERIENCE

The Panther Newspaper, Orange, CA

August 2023 – May 2026

Editor-in-Chief

- Led a cross-functional team of 40+ writers, editors, and artists to publish 15-20 stories weekly, managing editorial workflow and production deadlines in a fast-paced newsroom
- Analyzed audience engagement data to refine content and marketing strategy, increasing website traffic 33% YoY and generating over 2 million social media views
- Budgeted \$130,000 across salaries, print costs, subscriptions, equipment, award submissions, and travel
- Planned and executed 5 staff events by coordinating logistics, scheduling, and budget allocation
- Oversaw production and distribution strategy for 4 print newspaper editions

Section Editor (News, Lifestyle, Politics)

- Managed editorial calendars for 3 sections, researching trends, assigning stories, and enforcing deadlines
- Edited and mentored 10+ writers, ensuring accuracy, AP Style, and consistent brand voice

PBS SoCal, Burbank, CA

February 2026 – April 2026

PR & Communications Intern

- Drafted 2 published press releases, created media lists, pitched to journalists, and monitored coverage
- Secured, coordinated, and facilitated 3 interviews with journalists and program talent
- Tracked media alerts, news cycles, and industry trends to monitor competitors and coverage opportunities
- Brainstormed campaign ideas for streamed programs, targeting marketing strategy to digital-first audiences

Voice of OC, Santa Ana, CA

January 2023 – April 2026

Student Reporter

- Pitched, developed, and published 12 civic news stories, collaborating with editors to match editorial tone
- Conducted research, analyzed data, and coordinated interviews to produce accurate, engaging stories

City Lifestyle, Yorba Linda, CA

February 2025 – May 2025

Editorial Intern

- Wrote editorial content (feature articles, publisher letters, and event spotlights) for 3 magazine editions
- Created content for social media and web, matching magazine's brand voice and attracting readers
- Collaborated with stakeholders to develop, review, and deliver branded content aligned with client goals

AWARDS

- Scott Marshutz Award for Excellence in Journalism (May 2026): Awarded to top journalism graduate
- Outstanding Senior Award (May 2026): Awarded to top 15 students of graduating senior class

SKILLS

- Media relations, press releases, pitching, media lists, earned media tracking, copywriting, editing, AP Style, proofreading, interviewing, research, content strategy, Generative Engine Optimization (GEO), SEO
- Technical: Microsoft 365, Adobe InDesign, Photoshop, Premiere Pro, Canva, CMS, Google Workspace

EDUCATION

B.A. in English, Concentration: Journalism — Chapman University, Orange, CA

GPA: 3.91 | May 2026