CASSIE HEPLER

WRITER/EDITOR/PHOTOGRAPHER

255 Krams Avenue, Philadelphia PA 19128 – (215) 900-7460 – cassiehepler@hotmail.com – www.cassiehepler.com

Communications professional with extensive experience as a writer, editor, and photographer. Works effectively in fast-paced, deadline-driven environments. Quick learner who effectively multi-tasks, takes initiative, and produces results. Creative and analytic thinker with project management, leadership, and problem solving skills proficient in online and print media. Volunteers as Philadelphia Chapter Leader for Project Sunshine. Moderate fluency in French. Freelance model/actress.

Experience

The Philadelphia Public Record
2014 – present
ASSISTANT EDITOR

- Wordpress web content editor in charge of style, online growth, advertising, analytics and social media management
- Selling print/online advertising; reporting and photography; managing staff, freelancers
- Copy editor (AP & house), page/ad design with Quark, Photoshop
- Doubled online presence in 4 months; creating online buzz

Freelance writer, editor, photographer and journalist
2009 – present
WRITER/EDITOR/PHOTOGRAPHER for examiner.com (2009-present)

- Wrote and published original articles on a weekly basis via Drupal CMS
- Used SEO, photography and social media for promotion to an established reader base for a regional lifestyle website
- Reported for Comcast, CBS; photographed for Eagles tailgating

WRITER/PHOTOGRAPHER for thrillist.com (2013-2014)

- Developed unique online content as a Philadelphia/Atlantic City entertainment reporter, covering food trends/restaurant reviews/travel
- Promoted content via social media channels
- Established relationships with area PR agencies

WRITER/PHOTOGRAPHER for patch.com (AOL Inc. 2011-2012)

- Reported on various subjects including arts, architecture, community developments and news beats
- Wrote and published SEO-friendly content using AOL's SEED CMS

Yellowbook
2010 – 2010
WEBSITE CONTENT WRITER

- Conducted interviews and wrote personalized web copy for over 1,000 clients in a production-based environment

- Used Google Analytics, SEO, and Groupon-style newsletter emails
- Named a top performer by Human Resources

The Philadelphia Tribune
2007 - 2010
WEBSITE/COPY EDITOR

- Managed online reporters and photographers as the Internet Editor; managed Google contacts
- Wrote headlines and cut lines, edited print and published online content
- Designed news pages with InDesign, Photoshop and Illustrator; coordinated photography galleries

The Times Herald
2005 - 2007
NEWS EDITOR/COLUMNIST

- Oversaw reporter/editor relations, edited articles and copy
- Produced in-depth news pages with eye-catching graphic elements
- Wrote bi-weekly column and updated front page and online designs on a daily basis; completed CMS system updates

Various
1999 - 2005
ADDITIONAL RELATED EXPERIENCE

- (2005) Seasonal Desktop Illustrator for Jostens, Inc.
- (2003-2004) Freelance Reporter for Valley News Dispatch
- (1999-2001) Senior Graphic Design Artist for Accuweather, Inc.
- (1998-1999) Entertainment Editor for Standard/Journal Newspapers

EDUCATION

Pennsylvania
State University
July 2003
BACHELOR OF COMMUNICATIONS – **Journalism major, English minor**