

Paige Eichkorn

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PERSONAL & PROFESSIONAL SUMMARY

I am a passionate creative multimedia and communications professional dedicated to making meaningful connections through social media, brand development, and community engagement. My journalism background fuels my storytelling, and with compelling graphics, we will watch campaigns truly bridge audiences to your organization's mission by diligently track key performance indicators. Moreover, my drone license empowers me to capture breathtaking aerial perspectives that add a unique and inspiring touch to every project. I eagerly look forward to collaborating with a team that shares a genuine commitment to creativity, integrity, and celebrating equality.

EDUCATION, AWARDS & CERTIFICATIONS

Kansas State University Graduate 2020 | Bachelor of Science in Journalism and Communications
Great Plains Awards & Arkansas Press Women | First Place for Best Website (arkansasonline.com)
Kansas Collegiate Media Awards | First Place in Feature Writing
Federal Aviation Administration | Part 107 drone license

PROFESSIONAL EXPERIENCE

Content Coordinator | Cameisha Brewer Consulting

June 2024 - Feb. 2025

- Optimized social media accounts of two private practice psychologists and InSync Counseling Center, reaching a new height of brand storytelling for each business's objective, bringing in a total of 100 new patients.
- Applied project management workflows to ensure the timely delivery of multi-channel content, boosting engagement for clients to 55% over all platforms.
- Gathered and analyzed performance data to evaluate content effectiveness, providing feedback that informed strategy and increased intake calls to ~5 per week.

Reporter | Arkansas Democrat Gazette

Oct. 2022 - Nov. 2023

- Grew online readership, engagement and conversions by consistently scoring "excellent" on Metrics for News, earning recognition for impactful, targeted reporting with over 5,000 views per article.
- Covered the March 2023 Little Rock tornadoes with drone footage that increased YouTube subscribers by 3,000; proving my ability to deliver real-time, high-value data capture.
- Produced actionable imagery for public awareness and recovery stakeholders while interviewing Arkansas Governor Sarah Huckabee Sanders alongside FEMA in Wynne, AR after a tornado demolished the small town's local high school.
- Led project management of print briefs, social media campaigns, and marketing content, contributing to Best Website in the Great Plains Award (2023).

PROFESSIONAL EXPERIENCE CONTINUED

Reporter | Southwest Times Record

April - Aug. 2022

- Became a trusted source through writing 100 people-driven articles in five months; contributed to photo and video content and operated independently in high-pressure environments.
- Adapted quickly to evolving story requirements in the field, including interviewing country music stars Lainey Wilson and Garth Brooks; met rigid deadlines while maintaining compliance with editorial and regulatory standards; increased engagement to over 10,000 article views.
- Increased premium local content share from 9% to 13% in four months, improving audience trust and loyalty through accurate data-driven storytelling.
- Sustained the southwest regional goal in subscriptions for the last quarter; laid off.

Content Coordinator | Connect Co.

May 2021 - April 2022

- Designed weekly blogs, website content and email campaigns while maintaining brand consistency by aligning content with strategic sales and marketing goals, increasing reach by meeting SEO targets by 60%.
- Implemented structured scheduling systems and quality control processes, contributing to bringing clients ~30 new customers or patients per month.
- Adapted campaigns quickly to meet shifting client objectives, keeping in regular contact and making up to 10 edits per design sample.
- Increased engagement by 42.5% on Instagram and 57.4% on Facebook in the first month by supporting brand awareness and incorporating feedback.

VOLUNTEER ADVOCACY

K-State | Co-Founder Wildcats Against Sexual Violence

April 2018 - May 2020

- Built partnerships with 10+ campus and city organizations for events like the 2019 Wildcat Walk: To End Sexual Violence (~100 attendees) and the #NoMore Resource and Empowerment Rally, increasing area engagement.
- Managed social media campaigns across Instagram (700+ followers), Facebook, and X (Twitter) to raise awareness, share resources, and promote events.
- Developed and executed email marketing campaigns targeting students, partners and the local community, improving outreach and increasing membership to 50 organizers.