

JOHANNA (JAY) KIBBLE

EDUCATION

Master of Arts, English, 05/2024

Ball State University - Muncie, IN

Bachelor of Arts, English, 05/2021

University of Tennessee At Chattanooga - Chattanooga, TN

WORK HISTORY

Writer/Editor, 08/2024 - 07/2025

Earlham College, Richmond, IN

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free news content, upwards of 3-5 stories a month.
- Collaborated with editors to refine drafts, ensuring consistent tone and style across various platforms.
- Interviewed individuals by phone, video chat and in-person to write news stories.
- Generated ideas for new content series or formats based on audience interests and market trends.
- Spearheaded ideas to create useful content for clients.
- Liaised between departments to create collaborations and partnerships for improving materials & campaigns
- Helped create alumni data organization system via Airtable
- Organized, filed, and aggregated data on alums for marketing materials

Social Media Editor, 11/2024 - Current

Assay: A Journal of Nonfiction Studies, Remote

- Implemented crisis management protocols when needed, addressing sudden political/cultural pressures professionally while protecting the journal's image online.
- Elevated journal reputation by maintaining professional communication standards when interacting with our audience online.
- Developed two editorial calendars, one for copy and one for graphics, to ensure a consistent content posting schedule and maintain audience interest.
- Enhanced audience engagement with consistent, high-quality content and timely responses to inquiries.

Graduate Assistant, 01/2023 - 05/2024

Ball State Office of Online and Strategic Learning, Muncie, IN

- Authored at least 3 forms of blog copy per month to entice prospective students to online programs
- Proposed and implemented ideas for organic video content creation and expansion across established and new social media platforms to meet needs



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SKILLS

Copywriting, copyediting

Event management

Networking & relationship management

Google Workspace

Adobe Creative Suite

MailChimp

Beefree

Canva

Microsoft Office Suite

Social media planning

Strategic planning

Cross-functional teamwork

Content planning

Data analysis

Online reputation oversight

Press release writing

LANGUAGES

English

Native or Bilingual

Spanish

Professional Working

PUBLICATIONS

of 150+ students enrolled in distance learning programs

- Crafted case studies, SWOT analyses, social media audits, and strategy plans for coordination, implementation, and expansion of KPIs
- Wrote SEO materials for the promotion of the Ball State Online blog

Intern, 01/2023 - 05/2024

River Teeth: A Journal Of Nonfiction Narrative, Muncie, IN

- Represented the journal at the 2024 AWP conference
- Designed 30+ different forms of social media copy, including graphics, for River Teeth's social media platforms, ensuring online community, engagement, readership, and advertisement and marketing of this prestigious, international journal.
- Devised digital marketing strategy and style guide to fulfill promotional strategies for the magazine, increasing presence across social media platforms.
- Spearheaded social media pages for River Teeth, scheduling posts on book reviews, issue previews, contest announcements, and deadlines, with at least 3 posts per week.
- Liaised with relevant stakeholders for proper marketing via webpage redesign.
- Participated in said redesign, updating pages via WordPress as needed.
- Participated in creating physical and digital merchandise and promotional materials for the journal.

Reporter/Staff Writer, 09/2021 - 08/2022

Chattanooga Times Free Press, Chattanooga, TN

- Wrote and submitted accurate, engaging, and fact-checked stories.
- Collaborated with other journalists and departments to produce well-rounded and comprehensive news coverage.
- Developed expertise in covering various beats, demonstrating versatility and adaptability as a reporter.
- Exceeded deadlines consistently, producing accurate and well-written news stories under tight time constraints.
- Authored 15+ articles for Chatter magazine and 15+ articles for Get Out Chattanooga magazine

PR & Marketing/Communications Intern, 08/2020 - 09/2021

Southern Literature Alliance (SoLit), Chattanooga, TN

- Wrote 50+ newsletters, fundraising letters, emails, press releases, book reviews, and forms of social media copy for promotion of the organization, taking on additional responsibilities as needed.
- Planned, organized, and marketed 30+ events for this nonprofit, including author readings for fundraisers
- Collaborated and liaised with special event guests and local/regional authors
- Increased online presence of the nonprofit by 10%

Co-Editor, 05/2021 - 06/2021

University of Tennessee at Chattanooga, Chattanooga, TN

- Solicited, copyedited, proofread, and published 6 short stories for a digitally published anthology of queer short fiction titled *The Lavender Chronicles*

"GirlBoy," *Rural Education and Queer Identities: Rural and (Out)rooted*, Routledge, Virginia Tech Center for Rural Education, Virginia Tech, March 2025 (forthcoming)

"Nikole Hannah-Jones to speak at Earlham's second annual Presidential Lecture Series," Earlham College, 2025

"Earlham Politicos: Nonviolent campaigns with John Wessel-McCoy," Earlham College, 2024

"Earlham Politicos: Luke Clippinger is boosting solar energy and championing gun reform, union and queer rights," Earlham College, 2024

"Earlham Politicos: Rocking the vote with O'Jeanique Twyman and Aiden Carter," Earlham College, 2024

"Earlham Politicos: Local politics with Reece Axel-Adams," Earlham College, 2024

"Earlham Politicos: John Moran is helping Bostonians recover from addiction," Earlham College, 2024

"How to Bind Your Chest," *The Broken Plate*, Ball State University, 2024

"Find Out if ABA Studies is Right For You," Ball State Online, Ball State University, 2024

"Master's and Doctorate in Education Help Phares Get Ahead," Ball State Online, Ball State University, 2023

"All Around the World: Ball State Alumna Seizes the Moment Teaching and Living Abroad," Ball State Online, Ball State University, 2023

"New Online Bachelor's in Accounting Offers New Opportunities for Nontraditional Students," Ball State Online, Ball State University, 2023

"Shaking Hands," *The Lavender Chronicles*, University of Tennessee Press, 2021

- Demonstrated teamwork, leadership, collaboration, and openness to new ideas in every step of publication process
- Verified grammar and quality of completed works against editorial standards; made adjustments as needed.
- Managed a team of 6 writers, providing guidance and addressing areas of improvement within their work

Managing Editor, 08/2020 - 05/2021

Sequoia Review, Chattanooga, TN

- Created and managed large social media campaign to promote 2020-21 issue of UTC's literary magazine, creating over 50 posts across various social media platforms to promote the journal and its promotional events.
- Completed full publication process for 2021 issue, proofreading and copyediting each submission published.
- Lead an editorial team of 6 individuals and accompanying class of 10 students, enhancing personal leadership and team management skills.
- Redesigned organization's website, improving efficiency and aesthetic.
- Responded to inquiries from journal stakeholders
- Coordinated review of submissions.
- Liaised with outside departments to coordinate completion of journal and marketing efforts.
- Acted as guide and mentor to editorial team and class.
- Identified areas of improvement once position concluded.

REFERENCES

Karen Babine, UC Foundation Associate Professor of English and Senior Editor (Assay: A Journal of Nonfiction Studies), University of Tennessee at Chattanooga, karen-babine@utc.edu, +1 423-425-5932

Brian Zimmerman, Assistant Vice President for Strategic Communications, Earlham College, zimmebr@earlham.edu, +1 765-977-6022

Jill Christman, Professor of English and Senior Editor (River Teeth), Ball State University, jcchristman@bsu.edu, +1 765-730-1990

Carolyn Duncan, Senior Content Specialist, Ball State University Dept. of Online and Strategic Learning, cnduncan@bsu.edu, +1 260-494-2242

Dominik Heinrici, Associate Lecturer, University of Tennessee at Chattanooga, +1 423-505-9491

Sarah Einstein, Associate Professor, University of Tennessee at Chattanooga, sarah-einstein@utc.edu

"The Power of Conviction in Susan Cushman's *John & Mary Margaret*," Southern Literature Alliance (SoLit), 2021

"The Power of Memory in Jill McCorkle's *Hieroglyphics*," Southern Literature Alliance (SoLit), 2021

"Writing for Our Wilds: Ron Rash's *In The Valley*," Southern Literature Alliance (SoLit), 2021

"Forging for Freedom: Kristin Harmel's *The Book of Lost Names*," Southern Literature Alliance (SoLit), 2020

AFFILIATIONS

- Earlham College
- Routledge
- River Teeth: A Journal of Nonfiction Narrative
- Assay: A Journal of Nonfiction Studies
- Howland Literary, LLC
- Sequoia Review
- University of Tennessee at Chattanooga
- UTC English Dept.
- Ball State University
- Ball State University English Dept.
- Ball State University Dept. of Online and Strategic Learning
- Midwest Writers' Workshop
- Virginia Tech Center for Rural Education
- Southern Literature Alliance (SoLit)
- Girls Preparatory School