

Keidra D. Chaney

Chicago, IL
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keidrachaney.com

Summary of Experience

I have more than 15 years of experience in independent publishing, digital marketing strategy and social media community management. I now focus my career on teaching and organizing professional development workshops/trainings in web analytics, social media, blogging, and publishing entrepreneurship.

Teaching and Custom Trainings

Public Narrative

Chicago, IL

Workshop Instructor

2015-Present

- ❖ Teaches one-day courses “Web Analytics for Non-Profits” and “SEO 101”

Axelson Center for Non-Profit Management/North Park Center

Chicago, IL

Trainer

October 2015

- ❖ One-day custom training “Maximizing your online presence” for “Growing Stronger and Better Non-profits Together” conference

StoryStudio Chicago

Chicago, IL

Workshop Instructor

2014-Present

- ❖ Teaches one-day courses “Blogging 101” and “Blogging 201”

Northwestern University – School of Continuing Studies

Chicago, IL

Adjunct Instructor

2013-2014

- ❖ Developed and taught 4-week course, “Analytics for the Mobile Web” for Mobile Developer Certificate Program

Mediabistro

Chicago, IL

Online Course Instructor

2012-2014

- ❖ Developed and taught 4-week online courses, “Web Analytics” and “Advanced Web Analytics”
- ❖ Guest speaker at Social Media Bootcamp in Social Media Analytics

Entrepreneurial Project

- ❖ Co-founder and publisher of **The Learned Fangirl**, a web publication that amplifies marginalized voices in pop culture criticism and scholarship. (2007-Present)

Publishing/Digital Strategy

Citizen Engagement Lab

Oakland, CA (Remote)

Cultural Pulse - Pop Culture and Politics Analyst (Contract)

2015-Present

- ❖ Researching and reporting on pop culture trends related to democracy and social issues for beta phase of CEL Cultural Pulse Project
- ❖ Writing blog posts and newsletter content for Cultural Pulse Project

JSTOR Daily

New York, NY (Remote)

Editor

2014-2015

- ❖ Edits work of nine weekly bloggers
- ❖ Manages the production process through manuscript, fact-check, copyedit, and publishing
- ❖ Maintains the editorial calendar
- ❖ Manages SEO and meta-tagging
- ❖ Maintains a presence for the magazine on Facebook, Twitter, and Google+

Freelance Writer/Content Strategist

Chicago, IL

2001-2015

- ❖ *Journalism credits:* ALARM Magazine, Bitch: Feminist Response to Pop Culture, Chicago Sun-Times, Centerstage Chicago, Colorlines, Diversity MBA, Newcity, The Open Standard, Sonicbids, Uncanny Magazine, Wondering Sound.
- ❖ Consultant on social media strategy and analytics for agencies, organizations, and start-ups, including Ogilvy and Mather, Brandman University, Community Media Workshop, LimeRed Studio, NewsMark Inc., Valerie Denney Communications, 435 Digital
- ❖ Content strategy (social media, e-mail campaigns) for Food Genius, Zlato Digital
- ❖ Content creation (blog posts, infographics, e-guides) for Visual.ly, Simple Relevance, Blogalicious

Lipman Hearne

Chicago, IL

Social Media Strategist

2012-2013

- ❖ Consultant on social media content strategy for AARP, Chicago Booth School of Business, University of Cincinnati, Southern Illinois University and State University of New York
- ❖ Implemented web and social media analytics strategy for University of Wisconsin Foundation and Southern Illinois University

DePaul University

Office of Advancement Communications

Chicago, IL

Emerging Media Specialist

2008-2010

- ❖ Developed strategy & content for DePaul advancement social media
- ❖ Creator of DePaul Demon Tracks blog (depauldemontracks.wordpress.com)
- ❖ Co-organized & taught social media workshops in collaboration with DePaul Alumni Services
- ❖ Founding member of university working group tasked with drafting social media policy
- ❖ DePaul alumni social media named “Top alumni social media community” by Best Colleges.com

Chicago Arts Partnerships in Education

Chicago, IL

Communications and Development Associate

2004-2006

- ❖ Wrote grant proposals to private foundations and government entities
- ❖ Organized and managed marketing and promotion of fundraising events
- ❖ Wrote and edited content for e-newsletter and website

Third Coast Press/Third Coast Press.com

Chicago, IL

Editor/Writer

2004-2007

- ❖ Founding writer/editor for Chicago-based independent newspaper and website
- ❖ Wrote column on Chicago tech trends: Virtual Chicago

Clamor Magazine

Chicago, IL

Section Editor

2003-2005

- ❖ Reviewed and edited freelancer pitches for award winning bi-monthly independent politics and culture magazine
- ❖ Managed production schedule for selected photos and artwork

American Library Association

Chicago, IL

Coordinator of Member and Affiliate Services

2000-2004

- ❖ Served as staff liaison to over 50 AASL state affiliate organizations nationwide
- ❖ Managed AASL awards program, acted as liaison for 12 national award committees and organized annual luncheon
- ❖ Wrote e-mail blast and web content

Presentations and Publications

Keidra Chaney, “Blogging, Digital Labor, and Institutional Inequality” National Women’s Studies Association (2015)

Keidra Chaney, “YouTube and Global Music Audiences.” Pop Culture Association of the South Annual Conference (2014)

Keidra Chaney, “YouTube and Global Music Audiences.” Experience Music Project Pop Conference (2014)

Keidra Chaney and Raizel Liebler, “*Be the Brand: Required Employee Involvement in Social Media*” Media in Transition 7, Massachusetts Institute of Technology (2011)

Keidra Chaney and Raizel Liebler, "*The Intellectual Property of Remix Culture.*" Media in Transition 6, Massachusetts Institute of Technology (2009)

Keidra Chaney, "Teens as Authors of Web Culture." Teaching Artist Journal 5.4 (2007): 306.

Keidra Chaney. "Blogs: Learning a new Arts Learning Medium: So Far Neither Rare Nor Exactly Well Done." Teaching Artist Journal 3.4 (2005): 233-240.

Conference Speaking Engagements

- ❖ March 2016: C2E2: *Fandom Year 1*
- ❖ April 2015: C2E2: *Through Brightest Days & Blackest Nights - A Black Nerd Girl's Journey*
- ❖ February 2015: Theater Wit: *The convergence of fan culture, identity and commerce*
- ❖ October 2013: DataCoach: *Creating a Data-Driven Workplace*
- ❖ October 2013: Content Jam: *Web Analytics for Content Strategy*
- ❖ August 2012: ChicagoCOUNTS: *Google Analytics for Non-Profits*
- ❖ August 2012: ChicagoCOUNTS: *Create a Non-Profit Blog That Doesn't Suck*
- ❖ September 2010: ChicagoCOUNTS: *Web Analytics for Non-Profits*
- ❖ September 2010: National Catholic Development Conference: *Social Media: Can't Live Without It!*
- ❖ June 2010: Making Media Connections – Community Media Workshop: *Web Analytics 101 – 201*
- ❖ August 2010: BlogHer Conference: *Your Stats are a Business Asset*
- ❖ November 2009: Community Media Workshop: *Web Analytics 101*
- ❖ July 2009: eduWeb, Chicago: *Creating a Social Media Strategy for Alumni Communications*
- ❖ June 2009: Association for Women Journalists: *Writing for the Web*
- ❖ February 2009 – June 2010: "Social Media for Professional Networking," DePaul University
- ❖ December 2008: "Creating a Podcast," CASE District V conference
- ❖ November 2008: Presenter, "Start Your Own Blog," Workshop, International Women's Press Association
- ❖ November 2007: Moderator, "Unleashing the Potential of Social Media," Publicity Club of Chicago
- ❖ March 2007: Facilitator, "Critiquing the Written Portfolio," Writing Workshop at Columbia College, Chicago
- ❖ October 2006: Panel Participant, "Future Shock: How Everything You Know About Writing, Editing, and Reporting is About to be Wrong," Association of Women Journalists – Chicago
- ❖ June 2006: Panel Moderator, "Pitching to Independent Media," Community Media Workshop's Making Media Connections Conference

Education

University of Wisconsin-Madison

M.A. in Journalism and Mass Communications

**Madison, WI
2000**

Beloit College

B.A. in Theater Arts/Communications

**Beloit, WI
1997**