

KELLI DALEY

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ABOUT ME

I am a media professional specializing in full service content strategies for progressive causes, startups and organizations. My most recent focus has been supporting in-person and virtual streaming programs for a variety of clients including MoveOn, UltraViolet, the March on Washington Film Festival, Goddard College, the Jane Fonda Climate PAC and Fossil Free Media. I count my relationships with other activists and content makers as crucial to the success of my projects, and take a nimble, hands-on approach to the ever-evolving nature of social media.

EXPERIENCE

Digital Director, acttv, New York, NY — 2016-present

My role is to manage and create content that serves the movements and clients who come to act.tv to amplify their messaging. This includes distribution of livestreams and reels across a network of social media pages and channels—and developing comprehensive social media plans to grow new and existing accounts. My everyday tasks include clipping and disseminating video content, writing video scripts and working with clients and designers to create high-impact campaigns.

Project Manager, Goddard College Alternative Media Conference —2022

I produced a live virtual reboot of the historic 1970 conference. I was responsible for programming panels, event promotion, managing design assets and writing copy.

Manager of Online Services, Working Mother Media, New York, NY — 2004-2016

As the first full-time web hire for *Working Mother* magazine, I found creative ways to make print content work for the web. I collaborated with consultants to build an online content management system for the monthly publication and saw our web presence go from near zero to millions of page views. I built the entire annual 100 Best Companies for Working Mother's list as a web microsite, and supported the company by writing and sending newsletters. I also initiated and managed a multi-user blog, including a team of real mom bloggers.

Digital Strategist, Occupy Wall Street, New York, NY — 2011-2015

I jumped in to help with social media content and strategy for a number of digital assets supporting the global movement. It was a labor of love. Projects included newsletters, websites, fundraising and event organizing.

Book Reviewer, Kirkus Reviews — 2005-2012

I reviewed over 100 new fiction titles for the influential Kirkus Reviews magazine.

Production Director & Contributor, Book Magazine, New York, NY — 1999 - 2003

I organized production schedules and prepared all electronic edit page files and ad materials for a startup magazine focused on books and authors. Also wrote articles and reviews for the bi-monthly publication.

Education

New York University School of Continuing Education

Continuing coursework in journalism and nonfiction writing

Vassar College Poughkeepsie, NY

B.A. English, summa cum laude

RELEVANT SKILLS

Twitter Media Studio, Snapstream, Facebook, Instagram, WordPress, TikTok, YouTube, Mastodon, slack & more.