

MICHELLE LYNN KESSLER

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EXPERIENCE

USA TODAY

Los Angeles, San Francisco and Arlington, Va.

Online Technology Editor

2008 - Present

- Manage usatoday.com/tech. Responsibilities include assigning, selecting, editing and posting articles, photos, video (live and pre-recorded), multimedia graphics and interactive features.
- In partnership with the tech editor, supervise five reporters and one website staffer.
- Oversee three blogs and two Twitter feeds, plus third-party content partnerships.
- Lead reader interaction through forums, comment boards and direct messages.
- Promote content via Facebook, Yahoo Buzz, and other sites; monitor and analyze site traffic.

Technology Reporter

2000 - 2008

- Covered the computer hardware and electronics beat.
- Interviewed tech's biggest leaders, including Bill Gates (Microsoft), Steve Jobs (Apple), Michael Dell (Dell), John Chambers (Cisco Systems) and Mark Zuckerberg (Facebook).
- Lead writer/editor for the Technology Live blog.
- Created interactive graphics with designers; appeared in online videos.

The Daily Breeze

Torrance, Calif.

Reporter, City Desk

2000

- Covered southern Los Angeles county news stories for this local paper.

Information Sciences Institute

Marina del Rey, Calif.

Public Affairs Officer

1998 - 2000

- Created press releases, publicity events, and other forms of media outreach to help scientists at this engineering research center share discoveries with the public; developed internal website for staff.

NASA/California Space Institute EarthKAM Project

La Jolla, Calif.

Manager; Mission "Chief;" Johnson Space Center Representative

1996 - 2000

- Co-managed this UCSD space shuttle payloads project headed by former astronaut Dr. Sally Ride.
- Worked in NASA's Mission Control Center; trained astronauts on payload equipment.
- Helped oversee a staff of 30, as well as partnerships with schools, government groups, and businesses.

EDUCATION AND SKILLS

University of Southern California, Annenberg School for Communication

Master of Arts in Print Journalism; Graduate Journalism Student of the Year

University of California, San Diego

Bachelor of Arts in Literature/Writing, Magna Cum Laude; Burkhardt Undergraduate Thesis Prize

University of Pennsylvania, Wharton Seminar for Business Journalists

Experience with HTML, CSS, and simple PHP; Adobe Online Marketing (formerly Omniture) and Creative Suites.