

# Caden McDermott

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## Education

**Syracuse University**

Syracuse, NY

**Bachelor of Science in Public Communications**

Expected May 2026

Digital Journalism, History Minor

## Experience

**Ohio Environmental Protection Agency**

Columbus, OH

**Digital Media and Communications Intern**

May 2025 – August 2025

- Developed integrated communications content across video, social, and digital platforms, managing projects from pitch through post-production
- Executed media strategy across 200+ cross-platform touchpoints using editorial calendars and performance analytics, resulting in an audience engagement increase of 85%.
- Collaborated across departments to align content with brand identity, support agency messaging objectives, and ensure compliance with state government communication guidelines.

**Pearson**

Remote

**Editorial Intern**

February 2025 – May 2025

- Contributed to the 17th edition of Criminal Justice Today by Frank Schmalleger, optimizing digital content strategies for an audience of university level students and assisting with editorial workflow.
- Enhanced user-experience and readability by restructuring content, incorporating visual elements, and improving navigation on desktop and mobile applications for digital-first learning.
- Led focus groups with university faculty to gather stakeholder insights and inform content development.

**Newark Advocate**

Newark, OH

**Journalist**

May 2022 – August 2023

- Pitched and placed stories across digital and print platforms, building a portfolio of human-interest and sports coverage that drove measurable increases in online readership.
- Cultivated relationships with 20+ sources including professional and collegiate athletes and coaches, securing exclusive interviews for 4 feature profiles.
- Delivered accurate, compelling content under tight deadlines in a fast-paced newsroom environment.

**Sigma Chi Fraternity**

Syracuse, NY

**Social Chairman**

August 2023 – December 2023

- Planned and executed large-scale events for 300+ attendees, managing vendor relationships, logistics, and cross-organizational coordination with Greek life organizations.
- Co-led fundraising campaign for the Huntsman Cancer Foundation, contributing to a chapter-wide effort that raised \$86,000 for cancer research in a single week

## Projects

- Pitched, reported and wrote a profile feature on a local volunteer's decade-long service, conducting multiple on-site interviews and examining the intersection of community activism and environmental policy
- Investigated underreported hazardous spill sites in Onondaga County, analyzing public environmental data to produce a data-driven story with interactive visual elements

## Skills

**Communications:** Media Outreach | Strategic Messaging | Campaigns | Event Coordination | Source Relations

**Editorial:** Content Optimization | Digital Publishing | AP Style | Proofreading | A/V Interviews | Feature and News writing

**Technical:** Adobe Suite | A/V Equipment Operation | HTML and CSS coding | UX and UI design | Microsoft Excel