

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