

# Erin Patanella

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## EDUCATION

State University of New York at Brockport, Brockport NY  
Bachelor of Science with Honors  
Major in Multimedia Journalism, minor in Sociology

Anticipated May 2025  
Honors College Student

## EXPERIENCE

### News Editor

Aug. 2024 – Present

The Stylus, SUNY Brockport – Brockport, NY

- Write, copy edit, and proofread stories, ensuring clarity, accuracy, and adherence to AP style
- Manage content for the digital platform, optimizing for readability and audience engagement
- Collaborate with team of writers to pitch stories and formulate publication deadlines

### Editorial Intern

585 Magazine – Rochester, NY

Aug. 2024 – Dec 2024

- Wrote feature stories and contributed articles for both digital and print editions
- Managed social media accounts, creating content, selecting visuals, and prioritizing active engagement
- Supported editorial staff, including outreach, story pitches, and transcribing interviews

### Teaching Assistant – Community Journalism

Jan. 2025 – Present

SUNY Brockport – Brockport, NY

- Supported professor with student feedback, assignment examples, and progress outreach
- Served as a mentor and provided guidance on writing and editing community-based articles
- Reinforced understanding of AP style journalism and encouraged students to expand their reach

### Admissions Ambassador Coordinator

Aug. 2024 – Present

Office of Admissions, SUNY Brockport – Brockport, NY

- Oversee staff of 24 ambassadors, creating schedules, and managing team operations
- Plan and execute Open House and Accepted Student Day events
- Deliver weekly presentations to visiting off campus groups, prospective students, and families
- Assist in hiring and training new admissions ambassadors

### Admissions Ambassador

Office of Admissions, SUNY Brockport – Brockport, NY

Aug. 2023 – Aug. 2024

- Led campus tours for prospective students and families, highlighting academic programs, student life, and campus resources
- Answered questions about services, student support, and the admissions process
- Welcomed students to the campus environment with enthusiasm for the university

### Orientation Leader

July 2024 – December 2024

SUNY Brockport – Brockport, NY

- Led six two-day orientation sessions for first year students during the summer, and continued transfer orientation throughout the fall semester
- Facilitated group activities and discussions on campus resources, policies, and student engagement
- Provided individualized support to incoming students to ease their transition into college

## **RELEVANT SKILLS**

- Writing & Editing (AP, Chicago, journalistic writing, proofreading)
- Digital Content Creation (social media & web content)
- Project Coordination (team collaboration, deadline management, content scheduling)
- Software Proficiency: Adobe Premiere & Photoshop, Microsoft Office Suite, WordPress, Canva)

## **RELEVANT COURSEWORK**

- PR Principles and Practices, PR Campaigns, Community Journalism, Theories of Mass Communication, Mobile Journalism