

KESHIA MCENTIRE

STORYTELLER

CONTACT

Indianapolis, IN
keshiamcentire.com

SUMMARY

Communications professional with experience executing mission-driven outreach campaigns and translating organizational impact into compelling narratives. Strong attention to grammar, AP style, and brand voice. Proven success in CMS management, event coordination, and supporting nonprofits, community initiatives, and small businesses.

EDUCATION

BALL STATE UNIVERSITY

- Bachelor of Science in Journalism
- Minor: Creative Writing

SKILLS

- Copy editing, proofreading, fact-checking, and content strategy
- Proficient in editorial style guides, AP Style, brand voice development
- Experienced in CMS platforms (Adobe Experience Manager)
- Strong writing across formats: press releases, news, feature stories, web content
- Event planning, media coordination, and community engagement
- Adobe Creative Suite: InDesign, Photoshop, Final Cut Pro
- DSLR photography and visual storytelling for digital use
- Social media content creation and management
- Experience with Microsoft Office, Google Suite, Asana, and WordPress

PROFESSIONAL EXPERIENCE

Indianapolis Public Library

Public Relations Manager

NOV 2020 -
PRESENT

- Collaborate with internal stakeholders through intake sessions to organize and develop strategic messaging for programs, events, and initiatives
- Write and edit press releases, promotional copy, and internal communications to ensure clarity and alignment with brand voice
- Serve as lead writer and content manager for the Library's annual reports, translating system-wide data into community-facing narratives
- Coordinate with staff and partners to fact-check materials and uphold editorial standards across public-facing content
- Monitor media coverage and public sentiment; efforts led to a 30% increase in positive press mentions
- Plan and organize media events; serve as a spokesperson and representative of the Library at public engagements

Cerulean Consulting Group

Part-Time Writer / Communications Consultant

APRIL 2024 -
JANUARY 2026

- Wrote, edited, and copyedited press releases and promotional materials for nonprofit and community clients
- Designed and created branded social media graphics and captions to support client campaigns
- Assisted small businesses with strategic content planning, scheduling, SEO, and engagement
- Shared press releases and timely updates from nonprofit and small business clients with local media outlets to increase visibility and community engagement.

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AWARDS & RECOGNITION

Society of Professional Journalists, 2017

- 3rd Place: Best Arts and Entertainment Writing (Circulation <30,000)
- 3rd Place: Best Coverage of Children's Issues (Circulation <30,000)

REFERENCES

"Keshia was a pleasure to work with! She came to the Recorder at a very critical time and became a very vital member of our team. She writes well, is very timely in her delivery of assignments and has a very pleasant personality. She will be an asset to any team she's a part of!"

– Ebony Marie Chappel, former editor in chief at the Indianapolis Recorder Newspaper. (Shared on LinkedIn)

"As a writer, she consistently meets her deadlines, even during high-stress, exceptionally busy times. She is a capable interviewer who asks intelligent questions, and shows skill in picking out the most interesting and relevant pieces to include in her stories ... As a person, Keshia is a joy to be around. Her positive attitude and outlook are a refreshing contrast to the often-cynical atmosphere of the newsroom setting."

– Kelly Patrick Slone, former editor in chief at the Indianapolis Recorder Newspaper. (Shared via recommendation letter)

Allegion (via Insight Global)

Web Content Specialist

NOV 2018-
MAY 2020

- Wrote short-form web copy, ensuring UX best practices and alignment with brand guidelines
- Edited and maintained internal/external content using Adobe Experience Manager CMS
- Standardized page layouts and metadata to improve SEO and user experience
- Collaborated with product and editorial teams to ensure accuracy and clarity in web content

Indianapolis Recorder Newspaper / Indiana Minority Business Magazine

OCTOBER 2016
MAY 2018

Staff Reporter

- Wrote features, arts, and news stories with a focus on culture, innovation, and equity
- Collaborated on story packages with designers
- Wrote weekly e-blast highlighting top stories
- Via Hootsuite, managed social media engagement on Facebook and Instagram

Indianapolis Public Schools

Paraprofessional (Teaching Assistant)

AUGUST 2014 -
JUNE 2016

- Assisted students with multiple disabilities in an inclusive classroom

CSI Ministries

Communications Coordinator

FEBRUARY 2013 -
JUNE 2014

- Engaged with financial supporters by writing newsletters, e-blasts, and press releases
 - Designed a website, support cards and other materials used to promote the ministry
 - Traveled to Highgate, Jamaica to interview locals and tell personal stories of the individuals we impact
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