



LiYakira.com
 www.linkedin.com/in/licohen94
 @WritingLiYakira

Li Yakira Cohen

(561) 685-6155 • liyakira9410@gmail.com • Ft. Lauderdale, FL

Experience

Reporter, *The Seminole Tribune* **Newspaper**

Hollywood, FL
May 2017 - present

- Completely redesigned website using WordPress.org to optimize interaction
- In addition to traditional reporting, managed and edited all social media accounts and the website
- Used Adobe platforms to create, edit and manage writing and photographs

Copy Editor, *She's Fit to Lead* **Online news and entertainment platform**

Ft. Lauderdale, FL
April 2016 - present

- Writing featured multiple times on Huffington Post
- Develop topic assignments, manage contributors' submissions & edit articles
- Lead editor, lead designer, and assistant developer of company's first eBook, which is published on Amazon Kindle, and company's new magazine

News Writing Intern, iConcept Media—*Rush Hour Daily* **Online news platform**

Virtual position
January 2017 - April 2017

- Write daily news articles with 300 word minimum
- Use tagging system and SEO on WordPress to organize published articles
- Facebook manager for Sports Volt website

Student Assistant, NSU's Division of Public Relations **Department of Public Relations and Marketing Communications**

Ft. Lauderdale, FL
May 2016 - May 2017

- Helped implement initiative between NSU and Miami Dolphins
- Developed 4-year project to market NSU's brand and 2020 Vision
- Served as communication liaison between department and community affiliates

Contributing Writer, *Elite Daily* **Online news and entertainment platform**

Virtual position
April 2015 - April 2017

- Selected to be cited in a college student's research paper
- Contributed article that generated 21,000+ 'Likes' and 'Shares' on Facebook
- Wrote articles related to trending and controversial topics with 600 word minimum, including religion and politics

Co-Editor-in-Chief & News Editor, *The Current* **Student-run newspaper**

Nova Southeastern University
October 2013 - May 2016

- As news editor, collaborated with TMZ on a breaking news article about an NSU-related story
- Developed and implemented new columns for print and online, tools to increase readership, and monthly progress reports to determine publication's strengths & weaknesses
- Advised 28 editors & writers on leadership development, career growth & writing
- Supervised all internal and external affairs in relation to the publication

Skills

- Reporting
- Editing
- Newspaper production and distribution
- Layout creation
- AP Style
- Research and fact-checking within tight deadlines
- Proficient in Windows and Mac OS platforms
- Expert in Microsoft Office programs
- Proficient in WordPress and Adobe Illustrator, InDesign & Photoshop
- Social Media Engagement
- Conflict management and resolution
- Team development
- Web publishing
- Creativity and innovation

Education

Nova Southeastern University
Ft. Lauderdale, FL
 BA Communication Studies
 Leadership Minor

References

Michelle Manley
Director of NSU Student Media
 mmichell@nova.edu

Randi Salko
CEO of She's Fit to Lead
 randi@shesfittolead.com

Julie Spechler
Director of NSU Public Affairs
 julies@nova.edu



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Publications & Achievements

- **Editor of “Young Face Stories (And Other Awkward Tales)” by Stephen Rafferty**
April 2017
- **Keynote speaker at International Women’s Day Colloquium**
March 2017
- **Led breakout session “The Power of Association” at NSU’s annual leadership conference**
February 2017
- **Lead editor and designer and assistant developer of She’s Fit to Lead’s first eBook, “The Career Chronicles”**
December 2016
- **Designed and edited SFTL’s “InstaBrands to be Thankful For” downloadable PDF**
November 2016
- **Led journalism-related breakout sessions at regional Florida Scholastic Press Association conference**
October 2016
- **Won competition for developing a business plan & marketing strategy for Zensah athletic company**
March 2016
- **“Being Generation Y: NSU Edition”**
Author & Publisher
November 2014

Professional Affiliations

- **Omicron Delta Kappa Leadership Honor Society**
President
- **Razor’s Edge Leadership Development Program**
Member
- **Lambda Pi Eta National Communication Honor Society**
- **Society of Professional Journalists**
- **National Association of Professional Women**

Experience

Contributing Writer, *Immortal News*

Virtual position

Online news platform

July 2015 - March 2016

- Wrote news articles with 300 word minimum within hour of receiving assignments
- Used tagging system on WordPress to organize published articles
- Researched topics to relay accurate information

Station Affiliate, SUTV

Nova Southeastern University

Television station

June 2015 - August 2015

- Filmed and edited promotional videos and for NSU
- Used Adobe Premiere and Apple Final Cut Pro to create and edit various videos and commercials for SUTV

Miami Organic Gardening Examiner, *Examiner.com*

Ft. Lauderdale, FL

Online news platform

July 2014 - December 2014

- Contributed informative, timely articles about organic gardening in South Florida
- Expanded my following to 20 regularly-engaged individuals through social media engagement

Accounts Coordinator, On the Rocks Agency

Ft. Lauderdale, FL

Marketing and communications agency

August 2014 - December 2014

- Developed marketing strategies for clients
- Contacted potential clients about working with OTR
- Published posts and press releases for clients through various outlets, including wire services and social media