

Kirstin Nichols

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EDUCATION

University of Maryland Philip Merrill College of Journalism College of Information Science College of Behavioral and Social Sciences <i>Bachelor of Arts, Journalism</i> <i>Bachelor of Science, Social Data Science</i>	College Park, MD GPA: 3.8 August 2024 December 2024
The George Washington University Milken Institute School of Public Health <i>Master of Public Health</i>	Washington, D.C. May 2027

Programs & Awards

- **2025 Terp Awards: ICA Community Service Award**
- **2025 M Club Rodman Postgraduate Scholarship recipient**
- **Big Ten Distinguished Scholar Award recipient**
- **Do Good Institute Spring and Summer 2025 Accelerator Fellow**
- **The Barry and Mary Gossett Fellows Program:** Selective 2-year program for junior and senior student-athletes at UMD, focused on postgraduate career development. Curriculum topics include leadership development, equity and social justice, professional development, service learning, and career management. Fellows complete an internship and a professional development trip.
- **College Park Scholars (Media, Self, and Society):** Selective 2-year program focused on applying critical thinking to discussions about media production and consumption. Scholars participate in a colloquium and complete a practicum experience.
- **Olivia Constants Foundation Inc. Scholarship (2020)**
- **Crosby Media and Marketing Studies Scholarship (2020)**
- **Arundel High School PTSO Scholarship (2020)**

High School: Arundel High School, Gambrills, MD. Graduated with a 4.23 weighted GPA

Skills & Languages:

Python	Adobe Premiere Pro	Microsoft Excel
SQL	Adobe After Effects	Microsoft 365
HTML	Adobe Lightroom	Graphic design
CSS	Canva	PIA requests
RStudio	Wix	Qualtrics
Python libraries (pandas, NumPy, SciPy, etc)	WordPress	Technical writing
Data extraction and cleaning	Squarespace	Database management
Data analysis	Google Analytics	Spreadsheet management
Data visualization	Google Workspace	Economic analysis
Social media marketing	Figma	Salesforce
Multimedia news reporting	Microsoft Word	Survey methodology
	Microsoft PowerPoint	Public health research
		Grant writing

PROFESSIONAL EXPERIENCE

The Center for Health and Health Care in Schools (CHHCS) <i>Graduate Assistant</i> • Contributes to multiple projects aimed at advancing school-connected strategies for student health	Washington, D.C. August 2025 – Present
The Wellness Effect <i>Founder</i>	College Park, MD February 2025 – Present

- Recruits collegiate student-athletes pursuing health-related careers to mentor middle or high school students as they engage in health advocacy curricula and develop community health campaigns
- Plans program structure
- Applies for and manages use of grant funding
- Measures project effectiveness in various areas using engagement analytics and surveys

INFO College iConsultancy

College Park, MD

Researcher

Sept 2024 – Dec 2024

- Studied how multilingual content in infographics affects utilization of resources in the local immigrant community
- Created variations of multilingual/monolingual infographics
- Coordinated efforts with the Newcomer Network
- Interviewed clients regarding infographic comprehension/preference
- Analyzed responses to gain insights
- Delivered report on language accessibility and strategies for language use in infographics

Zizatek

College Park, MD

Technical Writer

May 2023 – Sept 2023

July 2024 – Sept 2024

- Reviewed previously published articles and updated them as needed
- Produced website and LinkedIn content
- Assisted with press statements for a project pitched to NASA
- Reviewed documents for NASA

Baltimore Magazine

Baltimore, MD

Intern

June 2024 – August 2024

- Updated list of local outdoor movie events
- Wrote weekend lineups about Baltimore events
- Fact-checked information about over 100 pediatric doctors for ‘Top Docs’ section

Elements of Us

College Park, MD

Marketing & Mental Health Intern

February 2024 – May 2024

- Used Python to analyze mental health survey data
- Used Excel to organize mental health survey data in a correlation matrix

Capital News Service

College Park, MD

Multimedia Journalist

January 2024 – May 2024

- Researched the Maryland biotech industry, reaching out to local officials
- Produced a story about Tetragram, an app that helps users keep track of cannabis use, highlighting the racial disparity associated with the drug

Big Data for Health Equity Research Collaborative

College Park, MD

Writer

June 2023 – Sept 2023

- Attended multiple meetings each week to stay up-to-date on research efforts
- Recreated website on UMD’s School of Public Health webpage to include new employees, better highlight selected publications, and contain more engaging graphics
- Edited proposal for research examining correlations between social media narratives (specifically in memes) and youth health inequities at the intersection of sexual orientation, gender, and race

UMD College of Information Studies

College Park, MD

Assistant News Editor

June 2023 – August 2023

- Assisted in the writing, designing, and email distribution of newsletters for the College of Information Studies at UMD
- Used Asana to organize tasks
- Used Google Docs to collaborate with coworkers on newsletter materials
- Used Salesforce to design and distribute newsletters

DSA Labs

Virtual

Marketing Associate

January 2022 – August 2022

- Created, designed, and updated the DSA Labs website: www.dsa-labs.com
- Used SEO tools to improve search-ability of website on Google
- Used e-commerce tools to manage user purchases on website
- Created, produced content for, and updated the DSA Labs social media accounts

- Analyzed viewership and interaction data for both website and social media

College Park Scholars Media, Self, and Society Program

College Park, MD

Social Media Intern

August 2021 - May 2022

- Created and published new content to engage with students and promote the Scholars program on Instagram
- Featured individual Scholars students by coordinating "day in the life" Instagram story "takeovers"
- Amplified the voices of freshmen by sharing "Freshman Friday" posts featuring a Q&A with individual students
- Posted information about upcoming guest speakers
- Made information visually appealing with graphics made on Canva
- Covered Scholars community events with social media posts

Anne Arundel County Public Schools Board of Education

Annapolis, MD

English Department Intern

July 2019 – June 2020

- Mentored freshmen in a high school book club
- Created worksheets for students
- Produced a short documentary about cerebral palsy to be used by educators

Rolly Pollies

Crofton, MD

Event Coordinator & Gym Class Instructor

April 2018 – March 2020

- Event Coordinator: Booked and coordinated children's birthday parties, entertained and instructed children, organized and decorated according to parents' requests, served food and refreshments to guests.
- Gym Class Instructor: Set up obstacle courses and other age-appropriate gym activities according to curriculum, engaged with parents and children, helped children safely navigate activities.

LEADERSHIP & EXTRACURRICULARS

Summer 2025 Accelerator Fellow

College Park, MD

Fellow

June 2025 - July 2025

- Participated in weekly 1:1 coaching sessions
- Worked independently on social impact project, The Wellness Effect
- Participated in developmental activities and programs such as workshops, panel discussions, and other community events that increased project development and impact

Social, Health, Education Policy Student Council

College Park, MD

Social Media Coordinator

September 2024 – May 2025

- Used Canva to create graphics that promoted policy events

University of Maryland Cross Country/Track and Field

College Park, MD

NCAA Division I Student-Athlete

August 2020 – May 2025

- Competed in the cross country, indoor track, and outdoor track seasons for the University of Maryland
- Participated in community initiatives such as Special Olympics events

Run Your City College Park Chapter

College Park, MD

Community Outreach Specialist

July 2024 – May 2025

- Identified target elementary and middle schools in College Park and the surrounding community
- Formed and maintained relationships with points of contact in local school districts
- Gathered contact information and reached out to parents to sign up children
- Created and sent weekly newsletters to parent contact list

Spring 2025 Accelerator Fellow

College Park, MD

Fellow

February 2025 – April 2025

- Engaged in 1:1 coaching sessions
- Worked independently on social impact project, an initiative at College Park Academy where pre-health student-athletes mentor middle school students as they create their own community health campaign
- Participated in developmental activities such as workshops, panel discussions, and community events

Impact Bootcamp

College Park, MD

Participant

September 2024 – Nov 2024

- In weekly workshops, collaborated with mentors to refine social impact plans

- Presented nonprofit-building progress to the Do Good Institute staff
- Received \$750 mini-grant from the Do Good Institute

Stroll Davidsonville

Athletics Reporter

Davidsonville, MD

May 2023 - August 2023

- On a monthly basis, interviewed and profiled local athletes for a feature story
- Determined a story's emphasis, length, and format, and organized material accordingly
- Reviewed and corrected errors in content, grammar, and punctuation, following prescribed editorial style and formatting guidelines

Maryland Made

Director of Storytelling

College Park, MD

August 2022 – May 2023

- Attended weekly staff communications meeting
- Produced video content highlighting each of the Maryland Made student-led groups
- Worked with members of each student-led group to determine how to best promote events

Stories Beneath the Shell

General Assignment Reporter

College Park, MD

February 2022 – May 2022

- Produced a story about scooter parking restrictions on campus, interviewing students for feedback
- Produced a story about the South Campus Market at UMD, interviewing students for feedback
- Produced a feature story about the David C. Driskell Center at UMD, interviewing the center's director
- Took photos to be featured in articles

The Diamondback

Freelance Reporter

College Park, MD

April 2022 – May 2022

- Presented local story ideas to editors
- Covered an a cappella concert, interviewing singers after the performance
- Covered the first-ever UMD 'Refugee Day', interviewing those who helped to organize the event while protecting the privacy of attendees
- Took photos to be featured in article

SAAC (Student-Athlete Advisory Committee) Executive Board

Communications Liaison

College Park, MD

August 2021 – May 2022

- Used Canva to create engaging social media graphics about upcoming events
- Attended weekly SAAC Executive Board meetings, worked with fellow student-athletes and staff to amplify student-athlete voices and highlight community outreach initiatives

College Park Scholars Media, Self, and Society Program

Peer Mentor

College Park, MD

August 2021 - May 2022

- Provided freshmen in mentee group with information about upcoming Scholars events
- Planned and implemented casual events for mentee group, such as study sessions and Starbucks trips
- Completed monthly individual check-ins with mentees
- Attended meetings with peer mentors from all Scholars programs to plan ways to best serve Scholars freshmen

Her Campus Maryland

Campus Correspondent

College Park, MD

August 2020 - Dec 2020

- Organized interviews with story subjects
- Determined a story's emphasis, length, and format, and organized material accordingly
- Attended weekly meetings to discuss potential story ideas
- Worked with editors to edit and publish article

Living in the Triangle Magazine

Athletics Reporter

Crofton, MD

August 2016 – August 2020

- On a monthly basis, interviewed and profiled local athletes for a ~500 word feature story
- Determined a story's emphasis, length, and format, and organized material accordingly
- Reviewed and corrected errors in content, grammar, and punctuation, following prescribed editorial style and formatting guidelines