

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
Bachelor of Arts, Journalism
Bachelor of Science, Social Data Science

College Park, MD

GPA: 3.8
August 2024
December 2024

The George Washington University

Milken Institute School of Public Health
Master of Public Health

Washington, D.C.

December 2026

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

PROFESSIONAL EXPERIENCE

The Wellness Effect

Founder

College Park, MD

February 2025 – Present

- Recruits college students pursuing health-related careers to mentor middle school students as they develop community health campaigns
- Leads interactive health literacy information sessions for participants
- Determines use of grant funding
- Measures campaign effectiveness using engagement insights and surveys

- Measures improvement of participant health literacy through surveys

INFO College iConsultancy

Researcher

College Park, MD
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

Technical Writer

College Park, MD
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

Intern

Baltimore, MD
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

Marketing & Mental Health Intern

College Park, MD
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

Multimedia Journalist

College Park, MD
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

Writer

College Park, MD
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

Assistant News Editor

College Park, MD
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

Marketing Associate

Virtual
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

Social Media Intern

College Park, MD
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

English Department Intern

Annapolis, MD

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

Event Coordinator & Gym Class Instructor

Crofton, MD

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

Fellow

College Park, MD

June 2025 - Present

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

Social, Health, Education Policy Student Council

Social Media Coordinator

College Park, MD

September 2024 – May 2025

- Uses Canva to create graphics that promote policy events

University of Maryland Cross Country/Track and Field

NCAA Division I Student-Athlete

College Park, MD

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

Community Outreach Specialist

College Park, MD

July 2024 – May 2025

- Identifies target elementary and middle schools in College Park and the surrounding community
- Forms and maintains relationships with points of contact in local school districts
- Gathers contact information and reaches out to parents to sign up children
- Sends out weekly emails and postseason satisfaction survey to parent contact list

Spring 2025 Accelerator Fellow

Fellow

College Park, MD

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

Participant

College Park, MD

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

Davidsonville, MD

Athletics Reporter

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

College Park, MD

Director of Storytelling

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

College Park, MD

General Assignment Reporter

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

College Park, MD

Freelance Reporter

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

College Park, MD

Communications Liaison

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

College Park, MD

Peer Mentor

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

College Park, MD

Campus Correspondent

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

Crofton, MD

Athletics Reporter

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