

KALEENA SEDGHI

Strategic content producer and storyteller with 9+ years of experience crafting content that deepens engagement and supports mission-driven campaigns. Skilled at transforming research and real-world narratives into content that educates, inspires, and mobilizes. Passionate about climate justice, accessible storytelling, and community-driven communications. Currently a volunteer with the Sierra Club's legislative communications team, supporting grassroots advocacy efforts.

EMPLOYMENT HISTORY

Freelance Creative Producer • Multiple Companies (2022 - 25)

- Led content strategy and campaign production for mission-driven brands, small businesses, and grassroots nonprofits.
- Produced email campaigns, social content, and web updates to boost visibility and engagement for fundraising and community outreach efforts.
- Created social content that was organically picked up by Black Diamond (900K+ followers), increasing brand visibility for an accessibility-centered startup.
- Helped a local advocacy group increase video viewership tenfold through targeted community storytelling.

Marketing and Content Specialist • Content Kitchen Studio (2023 - 24)

- Tripled company revenue by leading content strategy, closing \$48K+ client contracts, and supporting long-term retention.
- Managed messaging and campaign planning for multiple impact-focused clients, including environmental tech and nonprofit organizations.
- Wrote newsletters, email campaigns, and internal communication materials such as structured editorial calendars, platform rollouts, and training materials.
- Produced animations, graphics, and video content for multi-channel campaigns.

Feature Producer • Fox Sports Detroit (now FanDuel TV) (2018 - 2021)

- Produced 25+ feature pieces for broadcast and digital distribution, turning complex human stories into emotionally compelling narratives.
- Collaborated with on-air talent and production teams to deliver high-quality content under fast turnarounds.
- Mentored and trained interns across 5 studio roles, emphasizing elite storytelling.

Skills

Content strategy • Social media campaigns • Email marketing • Google Analytics • Canva • Website management • Copywriting & brand messaging • CRM/CMS Platforms • Slide decks • Stakeholder communication • Project management • Remote team collaboration

Education

University of Michigan - Ann Arbor B.A. Communications (Media & Journalism emphasis)