

Karsyn Lemmons

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EDUCATION

Georgetown University

Master's of Arts in Communication, Culture & Technology

Washington, D.C.

Aug. 2023 – May 2025

University of Texas at Austin

Bachelor's of Journalism - High Honors

Austin, TX

Aug. 2017 – May 2020

Sciences Po Campus de Reims

Study of European Politics, Government, and History

Reims, France

Fall 2019 semester

EXPERIENCE

Audience and Digital Engagement Specialist

POLITICO

Jan. 2025 – Present

Washington, D.C.

- Lead audience and digital engagement strategy for POLITICO Live events, managing promotional campaigns across email, social, web, and video to drive registrations and participation
- Produce and optimize digital content – including event pages, email marketing, social copy, and event recap/promotional videos – to expand audience reach, engagement, and brand visibility
- Analyze audience performance metrics and collaborate cross-functionally with editorial, communications, and event production to refine outreach strategies and enhance the attendee experience

Communications Associate

Bretton Woods Committee (BWC)

Oct. 2023 – April 2024

Washington, D.C.

- Developed and curated digital content to amplify key events and opportunities, driving engagement across BWC's social media channels
- Managed daily communications supporting outreach, advocacy, and member engagement

Video Development Consultant and Public Information Intern

United Nations Trust Fund for Human Security (UNTFHS)

May 2021 – May 2022

New York City, NY

- Managed social media curation, WordPress website maintenance, and digital content publishing, ensuring all online materials met community standards and best practices
- Developed multimedia content – including thematic videos, social copy, and web publications – and redesigned website pages to improve user experience and engagement

RECENT PROJECT

POLITICO LIVE Homepage Redesign

July 2025 – Jan. 2026

- Managed the end-to-end redesign of the POLITICO Live homepage – overseeing strategy, stakeholder alignment, and final launch over a multi-month timeline
- Collaborated cross-departmentally with editorial, design, product, and leadership teams to translate business and audience needs into a cohesive, high-impact homepage experience
- Drove project management and execution from concept through deployment, ensuring timely delivery, brand consistency, and improved usability for key audiences

TECHNICAL SKILLS

Platforms: Proficient in Adobe Premiere Pro, Final Cut. Wordpress, Microsoft Suite, Canva Pro, MailChimp, Neon CRM, Splash, AirTable and Google Analytics

Strengths: Proven performance in project coordination, social media implementation, and digital content management as well as advanced familiarity with social media analytics, communications strategy and planning

Languages: French B2 (advanced intermediate)