

CONTACT

- 616-802-4419
- britanniadykstra.com
- britannia.dykstra@gmail.com
- 9916 Dailey Dr, Caledonia MI 49316
- linkedin.com/in/britannia-b695135/

EDUCATION

2011-2013
**BA, Communications,
Broadcast Production**
GRAND VALLEY STATE UNIVERSITY

2008-2010
Media Communications
ASBURY UNIVERSITY

PROFICIENCIES

MICROSOFT OFFICE:
Word, Excel, OneNote, etc.

SOCIAL NETWORKS:
Facebook, X, LinkedIn, etc.

MEDIA SHARING NETWORKS:
Instagram, YouTube, WordPress

PROJECT MANAGEMENT:
Asana, Basecamp

SOCIAL MEDIA ANALYTIC TRACKING:
Metricool, Meta Business Suite

PHOTO AND VIDEO EDITING:
Canva, Capcut

INTERNSHIPS

**2012
NEWS INTERN**
WOOD TV8 NBC
GRAND RAPIDS, MI

**2011
RADIO INTERN**
WHTS
GRAND RAPIDS, MI

BRITANNIA DYKSTRA

experienced journalist | social media coordinator | event coordinator

2021-Present

ADA BIBLE CHURCH GRAND RAPIDS, MI

SOCIAL MEDIA COORDINATOR

- Curate, schedule, and publish content across primary church social media channels, maintaining a strategic social media calendar for on-brand engagement
- Monitor and report social media analytics monthly
- Implement a results-driven strategy, increasing average reach per Instagram post +8% each month
- Research and adapt to changing social media trends and algorithms, increasing YouTube subscribers by +24% in 6 months
- Proactively engage with online users, addressing all inquiries and comments
- Attend events to produce live, compelling social media content

2019-2020

LIFE MATTERS WORLDWIDE GRAND RAPIDS, MI

EVENT COORDINATOR

- Orchestrated logistics for large-scale events: coordinated speakers, catering services and florists for gatherings exceeding 500 guests
- Designed and implemented Excel-based financial models to streamline event registration and payment tracking processes
- Cultivated strong donor relationships through regular consultations with business leaders, non-profit directors and community officials

2017-2019

WOOD TV8 NBC GRAND RAPIDS, MI

EXECUTIVE PRODUCER

- Led meetings with reporters, anchors and producers to determine daily news content
- Assigned and reallocated reporters and photographers as necessary to cover breaking news
- Oversaw a team of producers to ensure the seamless execution of daily newscasts while meeting targeted objectives
- Guided the development and successful execution of WOOD TV8's 7pm newscast from inception through its inaugural year
- Crafted digital content for WOOD TV8's website and social media platforms to align with overall digital strategy

2013-2017

WOOD TV8 NBC GRAND RAPIDS, MI

PRODUCER

- Curated, organized and selected content for daily two-and-a-half-hour broadcasts in collaboration with another producer
- Communicated minute by minute with reporters, anchors, meteorologists and directors throughout newscasts to ensure broadcast was executed smoothly
- Assisted reporters by revising and editing scripts while managing the timing of stories
- Coordinated multiple live shots, promoted the station brand and highlighted breaking news

2013

WILX/FOX 47 LANSING, MI

PRODUCER

- Generated and authored news stories for broadcasts
- Actively participated in daily pitch meetings to conceptualize story ideas for newscasts
- Researched and organized content for strategic placement on social media platforms