



# JACK M. FALINSKI

## CONTACT

 (734) 660-1457

 jack.falinski@gmail.com

 www.jackfalinski.com

## SKILLS

AP Style

Graphic Design

Photo, Audio and Video Production

Public Relations

Social Media Management

Website Design

## EDUCATION

### Michigan State University

East Lansing, MI | Aug 18 - May 22

#### B.A. in Social Relations and Policy

MSU James Madison College

#### B.A. in Journalism | Concentration in Writing, Editing and Reporting

MSU College of Communication Arts and Sciences

## AWARDS

#### Second Place, Division I "News Story"

*Police struggle to find diverse candidates*  
Michigan Press Association  
College Better Newspaper Contest | 2022

#### Honorable Mention, Division I "Sports Feature"

*Golf management jobs on upswing*  
Michigan Press Association  
College Better Newspaper Contest | 2022

#### Capital News Service Connection Award

East Lansing, MI | May 22

#### MSU Dean's List Award

East Lansing, MI | Aug 18 - Dec 21

## PROFESSIONAL EXPERIENCE

### Communications Manager

Michigan State University AgBioResearch | East Lansing, MI June 23 - Present

- Published over 30 articles on research led by MSU AgBioResearch scientists that generated more than 100 earned media hits, including features in outlets such as The Detroit News, MLive, Michigan Radio (NPR), Morning Ag Clips and MSUToday.
- Covered over 10 in-person events featuring AgBioResearch faculty and staff.
- Contributed to increased live posting on social media. Top 3 overall posts from 2023-24 on the AgBioResearch X account combined for over 25,000 impressions.
- Co-led an effort to produce more videos for written works and social media.
- Created visuals and sheets using Adobe software such as InDesign and Illustrator.

### Communications Coordinator, AmeriCorps VISTA

Capital Area College Access Network | Lansing, MI Aug 22 - June 23

- Increased social media followers across all platforms by 12% through strategic campaigns centered around college access.
- Grew TikTok followers by 75% through videos that offered college-positive, FAFSA and financial aid advice.
- Hosted our #CapCANKnows Podcast, where I talked each month with rising high school seniors we trained to be college advocates among their classmates.
- Produced our monthly e-newsletter, The #LaunchPAD, using Constant Contact.
- Designed our new website, www.capcan.org, using WordPress.

### Journalist

Capital News Service | East Lansing, MI Jan 22 - May 22

- Advanced topics related to state government, policy, politics and trends by writing 14 weekly stories for over 40 local newspapers and media outlets.

### Legal Intern

Eaton County Prosecutor's Office | Lansing, MI Jan 21 - May 22

- Assisted over 100 potential defendants in our pretrial criminal diversion program. Duties included taking payments, leading Zoom meetings, filing paperwork, signing participants up for correctional courses and running warrants when applicable.
- Wrote press releases for the office regarding decisions of the court.

### Journalist, Photographer

The State News | East Lansing, MI Jan 20 - Jan 21

- Reported on topics surrounding COVID-19 and the 2020 presidential election, contributing to a collection of 50 stories I wrote.
- Photographed MSU athletics, East Lansing council meetings, student-organized protests and reactions toward MSU's COVID-19 closure.

## LEADERSHIP EXPERIENCE

### Store Manager

Biggby Coffee | East Lansing, MI Jan 21 - Jan 22

- Boosted daily sales by 10% from \$1,800/day to over \$2,000/day. Duties included managing finances, processing order shipments and hiring and training employees.

### Site Leader

MSU Alternative Spartan Breaks | East Lansing, MI Jan 20 - May 21

- Led 7 students in a 2020 spring break service trip to Crossville, TN where we built sustainable hiking trails in the Cumberland Mountains.
- Led 30 students in a 2021 virtual spring break trip where we worked with partners in Lansing, MI to create how-to videos of everyday activities for autistic visual learners.