

Eden (Brockman) Dinneen

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Professional Experience

Audience Development Strategist

The Kansas City Star

Kansas City, Kansas | August 2025 - Present

- Lead recurring audience engagement and retention campaigns through suburban and subscriber newsletters, driving hundreds of new readers and increasing products to 240-340% click- rates.
- Develop and execute list-growth strategies through digital and in-person outreach to support long-term subscriber retention.
- Conduct audience research and segmentation to inform messaging, channel selection, and campaigns.
- Optimize SEO performance and conversion pathways by monitoring search trends, refining headlines and updating web content. Manage and create content for social media platforms. Moderate commenting.
- Improve visibility and conversions by optimizing SEO performance, monitoring Google Search trends, updating web content, and refining headline strategy.
- Manage freelance contributors and collaborate with cross-functional editorial, reporting, and audience teams to ensure cohesive storytelling and branding.

Freelance Journalist

Various Publications

Overland Park, Kansas | February 2025 - February 2026

- Pitched and produced a 3-part series on the rise of Alternative for Germany (AfD) with Common Ground Berlin and the Checkpoint Charlie Foundation. Reported local news for the Johnson County Post.

Audio and Visual Producer | Journalism Fellow Common Ground Berlin with Soraya Sarhaddi Nelson

Berlin, Germany | January 2024 - January 2025

- Produced and managed all aspects of podcast operations, creating well-executed episodes.
- Pitched stories, wrote scripts, and hosted dynamic interviews with guests, fostering meaningful engagement with mission-driven audiences and insightful conversations.
- Co-authored grant applications and solicited potential donors for support. Mentored intern.
- Launched Instagram Reel, Threads, and TikTok channels to expand reach, growing social media following by over 25% and reach by 150%.

Marketing Coordinator | Content Creator

Life in Düsseldorf (International Relocation and Local Business Marketing)

Düsseldorf, Germany | December 2023 - June 2025

- Developed and pitched custom marketing packages to local businesses, meeting sales goals.
- Created blog posts for Life in Düsseldorf and Life in Germany and social media content to promote local businesses and events in Düsseldorf.
- Launched and wrote a newsletter spotlighting local restaurants and retailers; Increased list size by 20%.

Congress Bundestag Youth Exchange for Young Professionals [40th Cohort Fellow](#)

U.S. Department of State and the German Bundestag

Düsseldorf, Germany | June 2023 - June 2024

- Completed university courses in German, journalism, and cultural studies.
- Trained with U.S. diplomats and German lawmakers on German governance, the EU, and U.S. foreign relations.

President and Social Media Producer

Wildcat Watch, KSU

Manhattan, Kansas | December 2019 - May 2023

- Created proposals and managed 50+ client projects. Assisted staff in creating content and led social media.

Public Relations and Communications Intern

Starlight Theatre

Kansas City, Missouri | May 2022 - August 2022

- Wrote copy for 20 press kits, emails, 25 blog posts, social media, eight press releases, and video scripts.

Education

Kansas State University: GPA: 4.00 | Summa Cum Laude | [Honors Program](#) | Graduated May 2023

Bachelor of Arts: Journalism and Mass Communications

Minors: Entrepreneurship and Leadership Studies

Honors: University Honors Program, Journalism Honors Program, Award-winning video special on political polarization in Kansas, Snyder Leadership Legacy Fellows, and Kappa Tau Alpha Journalism Honors Society.

Soft Skills

- Communication Strategy, Relationship Building, Community Engagement, Public Relations, Client Management, Data-driven Experimentation, Cross-team Collaboration, Time Management and Multitasking.

Technical Skills

- Adobe Audition and Premiere Pro, WordPress, SEO, Google Analytics, Meta Business Suite, MailChimp, Braze, WCAG-aligned practices, Audience Research, AirTable, Trello, Slack, True Anthem, Sigma, Amplitude, Viafoura, CUE, Beacons, Multimedia Reporting, Deadline Production, and Canva.

University Awards and Scholarships

- Student Presenter at Kansas Undergraduate Research Day at the State Capitol 2023
- Heartland Student Emmy from the National Academy of Television Arts and Sciences 2023
- Best Newscast (visual) from the Kansas Association of Broadcasters 2022
- Best Public Affairs/Talk Show Program (visual) from Kansas Association of Broadcasters 2022
- Undergraduate Research Award in the College of Arts and Sciences 2022
- Kansas Association of Broadcasters Scholarship 2022
- Bill Roy Scholarship from the Society of Professional Journalists 2022/2021
- Max E. and Jean Hollinger Scholarship in Journalism and Mass Communications 2022/2021
- Honorable Mention in the AVA Awards for Digital/Audio Excellence 2022
- Andrea Glenn Journalism and Ernest R. Woodward Memorial Journalism Scholarships 2021
- K-State David R. and Janice W. Von Riesen Scholarship in Journalism 2020
- K-State Foundation Plus, Civic Leadership, and Nancy Landon Kassebaum Scholarships 2019