

Maine Public | Lewiston, ME**May 2021 - Present****Digital News Reporter**

- Reports, writes and produces multimedia stories, with a focus on digital video
- Shoots video, records audio, and photographs stories at home, in studio, and in the field
- Created, developed, produced and hosted Maine Public's first YouTube video series, [Maine Explained](#); supervising producer role, includes reviewing rough cuts, offering feedback to producers on scripts and visual production
- Collaborates as part of a working group tasked with producing content for and growing audiences on YouTube
- Creates vertical videos for Instagram Reels and TikTok, leading to exponential audience growth
- Collaboratively creates and implements strategies to engage and grow audiences across digital platforms
- Sets goals for audience growth and engagement and regularly tracks and analyzes performance data
- Trains and coaches reporters on digital best-practices, including video, social media and headline writing

MSNBC | New York, NY**March 2020 - April 2021****Writing Associate Producer, Andrea Mitchell Reports**

- Wrote and produced breaking daily news segments for live cable television, collaborating with host Andrea Mitchell
- Selected and sourced footage from videographers, live feeds, archives and social media for use on television
- Coordinated with reporters for live hits in the field around the country and world

NBC News | New York, NY**Oct 2015 - March 2020****Digital Managing Editor**

March 2018 - March 2020

- Edited multimedia content, oversaw a small team, hired external editors, and managed production budget for NBC News' Webby-award winning website, [parenttoolkit.com](#), in English & Spanish (now part of [today.com](#))
- Doubled audience size in one year by developing new content strategies across digital platforms
- Created sharing "toolkits" and "one-pagers" for external partners, educational organizations and local news partners
- Coordinated cross program collaborations and network-wide promotions, including Today Show and NBC Nightly News broadcast tie-ins and new series announcements across social media, marketing, digital and broadcast units
- Tracked website, video and social media analytics to evaluate success and growth, and reported key benchmarks
- Monitored and tracked digital rights claims and disputes in coordination with department head

Associate Producer, NBC News Learn

Jan 2018 - March 2020

- Produced, shot and edited short documentaries and educational video series in studio and in the field
- Produced live broadcast town hall events with NBC News affiliate stations in Detroit, Houston, Boston and Baltimore; developed content and promotion strategies to engage audiences in person and online
- Wrote and produced original video series about STEM topics, produced multiple episodes for "[Changing the Games](#)," a 10-part series about women in STEM at the 2020 Tokyo Olympics
- Produced episodes for a daily news show for kids, airing on Universal Kids and published to YouTube
- Interviewed Speaker Nancy Pelosi on camera for a video series on how government works

Assistant Producer, NBC News Learn

Oct 2016 - Jan 2018

- Wrote, shot video, recorded sound, designed graphics and produced stories for digital and social media
- Organized engagement sessions with parents, educators and caregivers for audience development

Researcher, NBC News Learn

Oct 2015 - Oct 2016

- Managed social media channels, produced multimedia stories, and helped grow accounts to 300K+ followers

University of Wisconsin, Madison | B.A. Journalism, Fine Arts Minor**EDUCATION****Universidad de Sevilla | One-year study abroad in Sevilla, Spain**

digital news and strategy, videography and video editing, project management, YouTube content creation **SKILLS**
analytics, social media strategy, writing, SEO, live event production, interviewing, graphic design, strong news judgment,
website management, photography, cross-departmental collaboration, detail-oriented, adaptable, collaborative, Spanish

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition, Microsoft Office Suite, **SOFTWARE**
HTML, CSS, Canva, versed in multiple content management systems and newsroom management systems

- **Public Media Awards**, Finalist | Digital Media ([video](#)), 2022
- **GEM (Go the Extra Mile)**, NBCUniversal | Employee recognition, 2017, 2020
- **WEBBY**, Best Parenting Website | ParentToolkit.com, 2015

AWARDS