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EXPERIENCE

Digital

Web Producer, **WCNC-TV (NBC)**: July 2011-Pres. www.WCNC.com **Charlotte, N.C.**

- Responsible for maintaining and growing station's website as well as all interactive and mobile platforms.
- Chair of 10-member Social Media Committee and station representative for Belo Corp.'s Social Ops team.
- Designed and executed 2012 Democratic National Convention page.
- In first full month, helped lead website to an all-time record for page views.
- Led Fall 2011 H.S. sports digital effort that ended with 123% page view growth.
- Helped grow largest TV Facebook page in the market and grew H.S. Facebook page 312%.

Social Media Coordinator, **CourtStreetCrawl.com**: March 2011-July 2011 **Athens, OH**

- Established Twitter for online store that grew to more than 1,000 followers in three weeks (2,100 total).
- Provided unique Twitter updates that drew traffic to website, and helped oversee Facebook page effectiveness.
- Used Twitter followers to gather group of interns across the university to help design products, work events.
- Gave away prizes through creative games and contests on Twitter feed.

Digital Reporter, **OhioBobcats.com**: August 2009-June 2011 www.OhioBobcats.com **Athens, OH**

- Reported and produced video packages for multiple Ohio University sports on university's website.
- Wrote and produced features on Ohio football and Ohio volleyball team.
- Assisted in shooting and editing video used on website.

Web Reporter, **AthensMidDay**: September 2009-April 2011 www.AthensMidDay.com **Athens, OH**

- Produced online stories and blogs that included video and photos for TV show's website.
- Responsible for assisting in maintaining website as well as tweeting up-to-the-second information.

Television

Anchor/Reporter, **WOUB-TV**: June 2009-June 2011 www.WOUB.org **Athens, OH**

- Assistant Sports Director (June 2010-June 2011) helping manage TV and Radio departments.
- Anchored news and sports casts on station's nightly news program "Newswatch."
- Reported and produced packages for news and sports departments.
- Cross-promoted H.S. football/basketball shows and Bobcat Blitz show through all station platforms.

Reporter, **Bobcat Blitz**: Fall 2010 www.WOUB.org **Athens, OH**

- Features reporter for weekly magazine-style show about Ohio football with head coach Frank Solich.
- Wrote, produced and edited packages about several different topics and promoted features via social media.

Reporter, **ESPNU Campus Connection**: October 2008-January 2010 www.ESPNU.com **Athens, OH**

- Sidelines reporter during two nationally televised live football and basketball broadcasts.
- Reported and produced packages for other Ohio ESPNU telecasts, website, and Campus Connection TV show.

EDUCATION

College **Ohio University** www.ohio.edu **Athens, OH**
E.W. Scripps School of Journalism Broadcast News Major, Business Administration Minor (GPA: 3.48)

SKILLS

Facebook, Twitter, Google+, LinkedIn, Foursquare, Tweetdeck, Echofon, Photoshop, Clickability CMS, DoApp, Adobe Omniture, Vibes, HTML, Final Cut Pro, Microsoft Office, Google Analytics, Wordpress.