

MOLLY KAISER

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EXPERIENCE

NBCUNIVERSAL

East Coast Page Program

New York, N.Y.

Corporate Communications Digital and Production Page

June 2022 – Present

- Streamline video production process for corporate productions by facilitating tape conversions, compiling soundbites from assets across NBCU portfolio and editing footage for sizzle videos on Premiere
- Strategize on expansion of NBCU corporate social media presence by leading creation of social media content calendar, flagging top social trends for management and recommending post opportunities
- Learn fundamentals of corporate productions by shadowing control room and shoots, research NBCU talent and programming to develop interview questions and contribute to new CEO speaker series through creative and logistical planning
- Pitch ideas for internal and external communications including videos, social content and employee engagements; support relaunch of NBCU Zen website by generating new content ideas and constructing how-to manual for site management
- Audience Services: Enhance the audience experience at *The Tonight Show with Jimmy Fallon* by delivering upbeat, professional and adaptable customer service for intake and seating of 200+ guests weekly

NBC News Social Media Intern

January 2022 – April 2022

- Exercised strong news judgment by creating social media content under tight deadlines for digital audience of 21MM followers
- Live-tweeted key breaking news events in a timely and accurate manner; synthesized complex news stories into simple social copy
- Scheduled posts in SocialFlow, edited digital video in WildMoka

SUPERMAJORITY

Washington, D.C.

Social Media Intern

May 2021 – December 2021

- Wrote copy and researched news clips for Supermajority Instagram, Facebook and Twitter – with a combined reach of 200k followers – to align current events with organization's mission to boost women's equity in American politics
- Innovated new forms of brand storytelling and voice by pitching and producing informational Instagram stories and highlights
- Designed original Instagram graphics, videos and stories and utilized strong visual judgement to curate graphics for social feeds

GEORGE WASHINGTON UNIVERSITY, CORCORAN SCHOOL OF THE ARTS

Washington, D.C.

Communications Assistant

January 2021 – December 2021

- Produced social content for audience of 3k+ followers that highlighted student and alumni work and opportunities
- Reported on school news and copyedited communications from university leadership to students

PHILADELPHIA MAGAZINE

Philadelphia, P.A.

Creative Services Intern

May 2020 – August 2020

- Wrote featured story in print edition – with monthly reach of 650k – on how to celebrate milestones during the pandemic
- Pitched story ideas, copyedited and fact-checked articles and conducted research on relevant trends in dining, living and style

WDCW, D.C.'S CW STATION

Washington, D.C.

Creative Services Intern

August 2019 – December 2019

- Wrote promotional voiceover script for broadcast of local college football game
- Built articles for website by gathering local news stories and selecting corresponding visuals
- Promoted WDCW programming and social media at local events by interacting with community members, shadowed promo shoots

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY: Class of 2022, Washington, D.C.

B.A. in Journalism and Mass Communication, Summa Cum Laude

Minors: Public Policy; Entrepreneurship

Leadership: The GW Hatchet newspaper: Assistant Culture Editor (19-20), Culture Projects Editor (20-21), Social Media Director (21-22)

SKILLS

Adobe Premiere Pro, Adobe Photoshop, WordPress, Hootsuite, Sprout Social, Canva, SocialFlow, AP style