

MOLLY KAISER

mekaiser23@gmail.com • mollyekaiser.com • [linkedin.com/in/mollykaiser/](https://www.linkedin.com/in/mollykaiser/)

EXPERIENCE

ABC NEWS

New York, NY

Digital Coordinator, The View August 2023 – Present

- Write social copy, create graphics and edit vertical video for a combined audience of 5M followers across major platforms for show's 5+ daily segments; supervise live show document identifying key moments for social distribution
- Independently launched the show's YouTube Shorts channel garnering 5M views in the first month and 45M to date; pitched and designed meme template for the show's most lively moments to connect with new audiences
- Assist in the production of daily original podcast Behind The Table – write episode title and description, escort podcast guests, upload to podcast platforms and create promotional social graphics
- Manage The View website and upload video clips through content management system; coordinate daily distribution of video-on-demand content to Hulu, YouTube and ABC News
- Write daily newsletter to 100+ press contacts with important quotes, newsworthy moments and guest highlights

NBCUNIVERSAL

New York, NY

East Coast Page Program May 2022 – August 2023

- ⇒ Highlights: Published nine bylines for Today.com & CNBC.com; conducted interviews at 2023 Tribeca Film Festival premiere for Today Show TikTok; liaised with producers and control room as Page Lead for 2023 Macy's Thanksgiving Day Parade

Today Show Digital February 2023 – June 2023

- Pitched and captured original social content live in studio with celebrity guests, performing creatively in high-pressure live television environment
- Identified social-friendly segments from all four hours of the show's daily broadcast and edited vertical videos for TikTok and Instagram Reels on Adobe Premiere Pro for a combined audience of more than 6M followers
- Co-managed Instagram account for one of country's largest celebrity book clubs, Read with Jenna, and produced three posts daily

CNBC Documentary Unit October 2022 – February 2023

- Fact-checked scripts for hour-long documentaries and podcasts on international financial and political news stories
- Contributed to pre-production process by vetting interview subjects and creating in-depth research packets for producers
- Logged and organized field footage and archival material; managed weekly production grid; transcribed interviews

Corporate Production and Digital June 2022 – October 2022

- Streamlined department's video productions by facilitating VHS tape conversions, compiling soundbites and organizing footage; edited rapid fire videos distributed across corporate social media channels on Adobe Premiere Pro
- Assisted on shoots for rapid-fire videos with talent, pitched short-form video ideas and developed interview questions

NBC NEWS

New York, NY

Social Media Intern January 2022 – April 2022

- Live-tweeted key breaking news events in a timely and accurate manner; synthesized complex news stories into digestible social copy
- Exercised strong news judgment by writing tweets and Facebook posts under tight deadlines for an audience of 21M

SUPERMAJORITY

Washington, DC

Social Media Intern May 2021 – December 2021

- Innovated new forms of brand storytelling and voice by pitching and producing informational social videos about group's mission
- Designed Instagram graphics, videos and stories and utilized visual skills to select photos and video content for social feed

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY

B.A. in Journalism and Mass Communication, Summa Cum Laude | Minors in Public Policy, Entrepreneurship

SKILLS

Google Suite, LexisNexis, Dash Hudson, Adobe Premiere Pro, Adobe Photoshop, Canva, Figma, Monday.com