

MOLLY KAISER

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EXPERIENCE

NBCUNIVERSAL East Coast Page Program

New York, NY
May 2022 – Present

Program Highlights:

- Reported small business article and produced companion digital package for CNBC.com
- Selected as Page Lead for 2022 Macy's Thanksgiving Day Parade
- Pitched and wrote personal essay for TODAY.com with 16k+ page views

CNBC Long Form Unit (Assignment 2)

October 2022 – Present

- Contribute to pre-production process by vetting potential interview subjects and creating in-depth research packets for producers
- Assist and shadow producers on field shoots, learn fundamentals of shoot planning, interview set up, lighting and sound
- Fact check scripts for hour-long documentaries and podcasts on international financial and political news stories
- Log and organize field footage and archival material; manage weekly production grid; transcribe interviews

Corporate Production and Digital (Assignment 1)

June 2022 – October 2022

- Learned corporate production process by assisting on shoots with talent, pitching video ideas and developing interview questions
- Streamlined video production process by facilitating tape conversions, compiling soundbites and organizing footage; edited rapid fire videos on Adobe Premiere Pro distributed across corporate social media channels
- Strategized on expansion of corporate social media presence by creating social content calendar and flagging post opportunities

NBC NEWS

New York, NY

Social Media Intern

January 2022 – April 2022

- Exercised strong news judgment by writing tweets and Facebook posts under tight deadlines for digital audience of 21 million
- Live-tweeted key breaking news events in a timely and accurate manner; synthesized complex news stories into simple social copy
- Scheduled 20+ posts daily in SocialFlow

SUPERMAJORITY

Washington, DC

Social Media Intern

May 2021 – December 2021

- Identified news clips and wrote social copy to align stories with group's mission to boost women's political participation
- 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 strong visual judgment to select content for social feed

CORCORAN SCHOOL OF THE ARTS & DESIGN

Washington, DC

Communications Assistant

January 2021 – December 2021

- Produced social content that highlighted student and alumni work for audience of more than 3,000 followers
- Reported on school news and authored University messaging to students on behalf of leadership

PHILADELPHIA MAGAZINE

Philadelphia, PA

Creative Services Intern

May 2020 – August 2020

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

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, Class of 2022

B.A. in Journalism and Mass Communication, *Summa Cum Laude* | Minors in 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, iNews, Stratus, Media Central, SocialFlow, Hootsuite, Sprout Social, Canva