

MOLLY KAISER

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EXPERIENCE

NBCUNIVERSAL

New York, NY

East Coast Page Program May 2022 – Present | The NBCU Page Program is a premier year-long rotational experience that provides early career talent unmatched exposure to the media industry through three assignments across the NBCUniversal portfolio

Today Show Digital February 2023 – June 2023

- Pitched, captured and produced original content drawing on current social trends in studio with A-list celebrities, performing creatively in high-pressure live television environment and producing multiplatform content swiftly under tight deadlines
- Identified social-friendly segments from the broadcast; edited three to five vertical videos daily for TikTok (111 million views/month) and Instagram Reels (66 million views/month) on Premiere Pro for an audience of more than six million followers
- Co-managed Instagram account for one of the country's largest celebrity book clubs, Read with Jenna, by working directly with anchor Jenna Bush Hager to develop a social strategy and produce three posts daily, including weekly social videos shot in studio
- Wrote articles on internet trends and books; composed concise social copy for multiple Today brands across platforms

CNBC Documentary Unit October 2022 – February 2023

- Contributed to pre-production process by vetting interview subjects and creating in-depth research packets for producers
- Assisted producers on field shoots; learned fundamentals of shoot planning, interview set up, lighting and sound
- Fact-checked scripts for hour-long documentaries and podcasts on a variety of international financial and political news stories
- Logged and organized field footage and archival material; managed weekly production grid; transcribed interviews

Corporate Production and Digital June 2022 – October 2022

- Streamlined video productions by facilitating tape conversions, compiling soundbites and organizing footage for a variety of corporate initiatives; edited rapid fire videos distributed across corporate social media channels on Premiere Pro
- Mastered production process by shooting interviews with talent, pitching video ideas and developing interview questions
- Expanded corporate social media presence by flagging new content opportunities and spearheading a content calendar

NBC NEWS

New York, NY

Social Media Intern January 2022 – April 2022

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

SUPERMAJORITY

Washington, DC

Social Media Intern May 2021 – December 2021

- Identified news clips and wrote social copy to align current events with group's goal to boost women's political participation
- Innovated new forms of brand storytelling by pitching and producing social videos explaining the budding organization's mission
- Designed Instagram graphics, videos and stories and utilized strong visual judgment to select content for social feed

GEORGE WASHINGTON UNIVERSITY 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

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY

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

Leadership: *The GW Hatchet*, student-run newspaper: Social Media Director, Culture Projects Editor, Assistant Culture Editor

SKILLS

Adobe Premiere Pro, Adobe Photoshop, Social Flow, Figma, Hootsuite, Monday.com, Parse.ly, Dash Hudson, iNews, Media Central