

MOLLY KAISER

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EXPERIENCE

ABC NEWS

New York, NY

Digital Coordinator, The View August 2023 – Present

- Write SEO-friendly headlines and descriptions for The View's YouTube channel, daily original podcast Behind The Table and video-on-demand clips for distribution to Hulu and the ABC News website
- Draft social copy and create graphics for a combined audience of 6M followers across platforms for the show's five daily segments; independently launched the show's YouTube Shorts channel garnering 5M views in the first month and 70M to date
- Manage The View's website, including affiliate e-commerce for book segments, blog posts, on air-mentions and show schedule
- Assemble daily newsletter to 100+ press contacts with important quotes, newsworthy moments and guest highlights
- Pitch 10+ pop culture stories weekly to the executive broadcast producer for new Weekend View streaming series

NBCUNIVERSAL

New York, NY

East Coast Page Program May 2022 – August 2023

⇒ Highlights: Published nine articles for today.com and cnbc.com; Conducted interviews at 2023 Tribeca Film Festival premiere for Today Show TikTok; Escorted VIP guests and monitored studio floor during live Saturday Night Live tapings

Today Show, Digital February 2023 – June 2023

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

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
- 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

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

SUPERMAJORITY

Washington, DC

Social Media Intern May 2021 – December 2021

- Innovated brand storytelling and voice by pitching and producing informational social videos about the new 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 | Student newspaper editor

SKILLS

Content Management Systems, AP Style, Dash Hudson, Figma, Canva, SnapStream, Adobe Premiere Pro, Adobe Photoshop, LexisNexis