

MOLLY KAISER

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EXPERIENCE

NBCUNIVERSAL

East Coast Page Program

New York, NY
May 2022 – Present

Program Highlights:

- Pitched and wrote personal essay for TODAY.com that garnered 16,000 page views
- Selected as Page Lead for 2022 Macy's Thanksgiving Day Parade – monitored parade route and notified production team of issues

CNBC Long Form Production Page (Assignment 2)

October 2022 – Present

- Produced original two-minute digital package—including conducting interviews, gathering elements and shooting b-roll—and wrote companion article for CNBC.com about a small business on Park Avenue
- Contributes to pre-production process by pitching interview subjects, camera angles and shoot locations; assists producers and crew in field shoot set up and logistical planning
- Fact checks scripts for hour-long documentaries and podcasts and conducts journalistic and archival research on pertinent political and financial news stories
- Logs and organizes field and archival footage, vets interview subjects, manages weekly production grid and creates research packets

Corporate Digital and Production Page (Assignment 1)

June 2022 – October 2022

- Streamlined video production process by facilitating tape conversions, compiling soundbites and editing footage on Adobe Premiere
- Strategized on expansion of corporate social media presence by creating social content calendar, flagging top digital trends and recommending post opportunities
- Performed corporate production process by assisting on shoots with talent, pitching video ideas and developing interview questions

NBC NEWS

Social Media Intern

New York, NY
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

Social Media Intern

Washington, DC
May 2021 – December 2021

- Identified news clips and wrote social copy to align stories with group's mission to boost women's political participation and equity
- 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 graphics for social content

CORCORAN SCHOOL OF THE ARTS & DESIGN

Communications Assistant

Washington, DC
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

Creative Services Intern

Philadelphia, PA
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