

Keely Damara Ernst 406.209.8637 | keely.damara@gmail.com | Portfolio: keelydamaramedia.com

SUMMARY

Multimedia journalist with experience working in a fast-paced broadcast newsroom in a variety of production roles, eager to develop on-air skills. Proven ability to produce stories on deadline for print, web and digital platforms. Possess strong knowledge of content marketing strategies on social media platforms and the use of analytics tools to forecast successful digital content.

QUALIFICATIONS

- More than 4 years combined print and broadcast newsroom experience, utilizing electronic news-gathering techniques.
- Knowledge of AP style, detail oriented and self-motivated; Ability to juggle multiple projects and stories at once.
- Excellent communication skills and news judgement, with proven ability to meet deadlines.
- Effective research and analytical skills with the ability to tell engaging stories in a variety of formats.
- Well-versed in non-linear editing software (Avid Xpress DV, Final Cut Pro, Grass Valley Edius, Adobe Premiere, Audition and Creative Suite) and multimedia reporting, in addition to iNews and television newsroom computer systems and software.
- Creative news writing and editing with a strong knowledge of grammar, punctuation and spelling.
- A team player well-versed in the demands of a small newsroom; Thrives in fast-paced environments.

WORK EXPERIENCE

GENERAL ASSIGNMENT REPORTER & SOCIAL MEDIA MANAGER | [THE SOURCE WEEKLY](#) | AUG 2017 – CURRENTLY *Bend, Oregon*

- General assignment reporter; gather information, conduct interviews, shoot photos and video (as needed) for weekly print edition and various digital products, including website and newsletters.
- Manage social media pages affiliated with The Source Weekly, optimizing content scheduling for maximum reach and engagement, in addition to other digital marketing duties, such as producing daily and weekly newsletters.
- Integral part of launch and production of weekday newsletter, growing audience to 8,000 subscribers in last six months.
- Liaison between Foundation CMS development team and newspaper editorial staff, communicating goals for The Source Weekly digital assets and integrating new digital tools into department workflows.

DIGITAL DEVELOPMENT & PROJECT MANAGER | [LAY IT OUT EVENTS](#) | AUG 2017 – CURRENTLY

Bend, Oregon

- Designed and manage 10+ WordPress sites, implementing changes per event team requests.
- Copywriter for event press releases, social media channels, newsletter marketing and event websites.
- Prepare analytic reports for 40+ social media accounts, setting goals for different platforms.

INTERN | [ARIZONA CENTER FOR INVESTIGATIVE REPORTING](#) | JAN 2017 – JUNE 2017

Phoenix, Arizona

- Gathered public records and quotes; Compiled and analyzed data for collaborative project examining state universities in Arizona. Produced story on the [state of student housing in the city of Flagstaff](#).

TECHNICAL DIRECTOR & PRODUCTION ASSISTANT | [KTVH 12 – NBC](#) | MAY 2009 – NOV 2011

Helena, Montana

- Technical Director and Production Assistant for live and prerecorded station programming; Reserve Newscast Director.
- Managed digital video archive, coordinated FTP site exchange of content with affiliate stations.
- Assisted reporters by shooting B-roll and gathering sound bites, wrote and edited VOSOT's, edited packages and conducted interviews as needed; Assisted with the setup of live shots, live news truck camera operator.
- Coordinated satellite uplink feeds for live, in-studio interviews with state political officials on national networks.
- Packaged breaking news stories for web and social media.

EDUCATION

NORTHERN ARIZONA UNIVERSITY – FLAGSTAFF, ARIZONA (2017)

- B.S. Journalism, Emphasis in Photojournalism and Documentary Studies | Honors: *Summa Cum Laude*