

Alyson May

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SUMMARY

Experienced digital content specialist with detailed knowledge of web content creation, video editing, online marketing, editorial writing and social media management.

AREAS OF EXPERTISE

- Social Media Content Strategy
- Multi-Media Reporting
- Proficient Video Editor
- Web Content Creation
- Efficient Multi-Tasker
- Excellent Communication Skills
- Reliable Project Management
- Excels Across Cross-Functional Teams

EDUCATION

University of Illinois at Urbana - Champaign
Bachelor of Science in Journalism (Broadcast sequence)
Dean's List Fall 2014, 2015 & 2017
GPA: 3.7/4.0

May 2018

PROFESSIONAL EXPERIENCE

Digital Content Specialist / WCCO-TV

March 2019- November 2020

- Writes and produces unique and compelling content for:
 - WCCO.com
 - WCCO-TV's daily news headlines for Amazon Alexa subscribers
- Manages WCCO-TV's social media accounts: Facebook, Twitter, Instagram and YouTube
- Developed WCCO-TV's How-To Social Media Guide and Social Media Strategy Guide
 - Trains WCCO-TV team members on social media best practices
- Tracks WCCO-TV's social media metrics
- Monitors emerging local and national social trends, including over performing posts for WCCO-TV and its competitors

Newsroom Apprentice / WCCO-TV

June 2018- March 2019

- Writes and produces content for multiple platforms, including:
 - WCCO.com
 - WCCO-TV's newly launched 7:34 digital newscast
 - WCCO-TV's 5, 6 and 10 p.m. newscasts
- Produced WCCO-TV's 2018 Digital Election Guide
 - Composed unique questionnaires for each of the eight House Districts and five state-wide races
 - Contacted all candidates and created individual WordPress pages that included their 2-minute video submission as well as their responses to the questionnaire

Freelance Video Editor / Sports Highlight Reels

2012- Present

- Films and cuts footage of hockey games, creating highlight reels for players pursuing junior & college hockey

Investigative Reporter for CU-Citizen Access

January 2018- June 2018

- Contributor for CU-Citizen Access, a local Champaign-Urbana online newsroom
- Worked closely with editors and copy editors to produce original investigative stories

UI-7 News

September 2017- May 2018

- Wrote and produced several weekly, live, 15 and 30-minute television newscasts at UI-7 News, the University of Illinois cable channel
- Reported for UI-7 news: filmed, wrote, and produced packages

- Created graphics weekly for UI-7 newscasts
- Managed various social media accounts and scheduled posts to optimize audience engagement

Intern at Fighting Illini Productions

October 2014- May 2017

- Produced Big Ten Student-U streams for Illinois wrestling, gymnastics and women's basketball
- Feature editor for Illinois football: live game broadcasts and online content

TECHNICAL SKILLS

Proficient: iNews, Sienna, Google Analytics, Adobe Premiere Pro, Final Cut Pro, Adobe Photoshop, Adobe Audition, Avid Media Composer, iMovie, DSLR cameras, Microsoft Office, Word Press, Tagboard, Social News Desk, Hootsuite, CrowdTangle
Social Media: Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat

Working Knowledge: Prelude, After Effects, Adobe Illustrator

Key Skills: Multimedia Reporting, Video-editing, Proofreading, Research & Fact-Checking

LEADERSHIP DEVELOPMENT AND HONORS

- 2019** Emmy-nominated for production work on WCCO-TV's digital newscast 'The 7:34'
- 2018** Recipient of the 2017-2018 Chicago Bar Association Award for outstanding achievement as a UIUC graduating journalism senior
- 2017** Selected as a Director's Service Advisory Council (DSAC) Board Member / DSAC advocates for students living in accessible housing at UIUC

References provided upon request.