

# KELLY NORRIS

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## EDUCATION

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**Northwestern University, Medill School of Journalism** (Evanston, IL)

Expected June 2018

- Journalism Major, Business Institutions Minor

**Novi High School** (Novi, MI)

May 2014

- Graduated Magna Cum Laude (3.93/4.00 GPA)
- Classes Include: 3 years of Television News, 2 ½ years of Journalism II: Newspaper, 7 AP/IB Courses

**Medill- Northwestern Journalism Institute** (Evanston, IL)

Summer 2013

- Created multimedia projects in this highly selective 5 week program.
- One of only two high school students bylined in Northwestern University newspaper.

## RELATED EXPERIENCE

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**Northwestern News Network** – Northwestern University's award-winning weekly newscast

*Student Producer, Northwestern News Report and Politicat.*

January 2016 - Present

- Creates weekly rundown of Evanston and Chicago news, weather and sports using news judgment.
- Oversees control room during live 30-minute news shows.
- Collaborates with News Directors, Associate Producers, Assignment Editors and Reporters to stay knowledgeable about the status of news stories and breaking news stories.
- Edits the 30-minute show to perfect the show before posting online and on campus televisions after live airing of the show.

*Student Associate Producer*

March 2015 – December 2015

- Associate produced the [2016 State of the Union](#) live three-hour show featuring interviews with Congress members, political analysts and reporters from Medill's D.C. bureau.
- Work with producer to create newscast rundown and pitch three to five stories for reporters weekly.
- Write anchor leads, tags and teases for live show.

*Student Assignment Editor*

January 2015 – March 2015

- Manage 25 reporters to shoot video, edit stories, track timing and more functions to produce the news show.
- Pitch story ideas for reporters to cover for each show.

*Student Reporter*

September 2014 – January 2015

- Covered more than 20 stories as a reporter; [story](#) featured in the winning show of the 2015 NATAS Chicago/Midwest Emmy.

**Northwestern Business Review** – NU's leading business publication

January 2016 - Present

*Video Section founder/editor*

- Leading a team to create the new video section of the publication.
- Write/produce business news stories for campus and city audience.

## WORK EXPERIENCE

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**Pick-Staiger Marketing** – Northwestern University (Evanston, IL)

September 2014 - Present

*Copywriter, Photographer*

- Write and edit radio copy, press and web content. Design print ads along with taking photos at live concerts and events.

**Norris University Center** – Northwestern University (Evanston, IL)

September 2015 - Present

*Game Room Attendant*

- Assists in the operations of the game room by helping customers and run parties.

**University of Michigan Health Systems** (Ann Arbor, MI)

June 2015 – December 2015

*Communications Intern*

- Produced four full e-newsletter with five news stories each for department of over 100 employees and patients.
- Design fluid content for hospital waiting rooms to increase patient satisfaction and return.

**Automotive Techniques** (Novi, MI)

January 2013 – September 2014

*Social Media Manager & Assistant Shop Manager*

- Led the marketing campaign to drive in new customers through social media, press releases and card design and increased audience on social media.
- Started the company twitter and doubled the amount of page "likes" Facebook.
- Budgeted shop expenses through compiling week-end statistics and shop profits.

## EXTRACIRRICULARS

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**Alpha Chi Omega, Gamma Chapter** (Evanston, IL)

January 2016 – Present

*Vice President, Public Relations & Marketing*

- Manages a committee of 12 people to control the chapter's social media and public presence.

*Social Media Chair*

January 2015 – January 2016

- Increased Facebook page reach by more than 50%.

## SKILLS

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Experienced in Adobe Creative Cloud, Nonlinear Video Editing, Microsoft Office, Social Media Management, HTML & CSS Coding, Rundown Creator, ENPS, DSLR photography, AP Style.