

# KELLY NORRIS

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## EXPERIENCE

### Nightly News with Lester Holt, NBC News - New York, NY

#### *Line Producer & Editorial Researcher* • June 2019 - Present

- Line produce daily show including building rundown, generating slugs, timing live show, and creating graphics.
- Produce in-depth enterprise stories & accompanying social media monthly based on my pitches and reporting.
- Collaborate with Executive Producer, Senior Producers and Director for show editorial elements.
- Gather editorial research and video for producers, correspondents and senior team.
- Field produce shoots, conduct interviews across bureaus and identify characters in breaking news events.
- Book guests and studios for pre-taped day of air segments and news stories.
- Oversee the airing of certain show sponsorship advertisements and work with the creative ad sales team.

#### *Desk Assistant* • June 2018 - June 2019

- Pitched 3 broadcast and web stories a week based on research, trending topics, local news and more.
- Located compelling video for stories, VOs and teasers from MediaCentral, iNews & social media.
- Cleared archival and user-generated video for use across broadcast.
- Worked closely with producers and correspondents to pre-interview subjects and fact-check scripts.
- Managed admin duties such as booking crews, answering phones, planning travel and logging.

### News Partnerships, NBC News - New York, NY

#### *Content and Production Associate* • January 2018 - June 2018

- Produced in-studio and satellite live shots for network talent & correspondents with local news anchors.
- Wrote, cut & distributed Today, Nightly News, Dateline & Meet the Press content to over 230 affiliates.
- Pitched local stories to Nightly News and the Today Show for digital and broadcast platforms.
- Conducted 20-30 affiliate crosstalks weekly for talent from all NBC News platforms.

### Hardball with Chris Matthews, MSNBC - New York, NY

#### *Production Intern* • June 2017 - August 2017

- Created and proofread 15-20 graphics per day for use on the show and digital platforms.
- Coordinated video feeds, assisted in segment writing and updated rundown in breaking news.

### WMAQ, NBC Chicago - Chicago, IL

#### *Consumer Investigative Intern* • February 2017 - June 2017

- Wrote in-depth scripts for evening broadcast and articles for website.
- Recovered over \$15,000 for consumers as the sole intermediary between viewers and businesses.
- Assistant produced Peter Lisagor Award Winning Story for Best Consumer Reporting.

## EDUCATION

### **Northwestern University, Medill School of Journalism** • March 2018

Bachelor of Science in Journalism — Minor in Business Institutions

### **University Of Missouri, Institute for Data Science & Informatics** • Expected May 2022

Masters of Science in Data Science and Analytics — Data Journalism & Strategic Communications Emphasis

## SKILLS

- |                                       |                                 |                        |
|---------------------------------------|---------------------------------|------------------------|
| • iNews, MediaCentral, ENPS           | • HTML, CSS, Javascript, Python | • Adobe Creative Suite |
| • HD Video/5K/DSLR Shooting           | • Extensive Affiliate Knowledge | • AP Style             |
| • Avid/Final Cut/Premiere Pro Editing | • Live Control Room Producing   | • Lexis Nexis, Pacer   |