

KELLY NORRIS

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kenorris.github.io

EDUCATION

- 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.
 - Was one of only two high school students bylined in Northwestern University newspaper.

RELATED EXPERIENCE

- Northwestern News Report** – *Northwestern University's award-winning weekly newscast* *September 2014 - Present*
Producer
- Producer (Winter 2016): Produces show bi-weekly and works in collaboration with News Directors and Associate Producers.
 - AP (Fall 2015): Collaborate with producer to create newscast rundown and pitch three to five stories for reporters weekly.
 - Associate Produced the live three hour [State of the Union](#) show in conjunction with D.C. bureau.
 - Assignment Editor (Winter 2015): Manage 25 reporters, edit stories, track timing to produce the 30 minute weekly newscast.
 - Covered more than 20 stories as a reporter; story featured in the winning show of the 2015 NATAS Chicago/Midwest Emmy
- Cat's Eye News** – *Novi High School's daily newscast* *September 2011 - June 2014*
Executive Producer (5/2013 – 6/2014), Talent/Business Manager (9/2012 – 6/2013)
- Oversaw 20 student reporters and developed editing hierarchy for packages.
 - Mastered all aspects of the daily seven minute news show for high school with 2,050 students/staff.
- The Wildcat Roar** – *Novi High School's monthly newspaper* *January 2012 - June 2014*
Business Manager (9/2012 – 6/2013), Feature Editor (9/2013 – 6/2014)
- Founded a complete and diverse business plan to earn \$800 monthly to print paper.
 - Composed two-page feature spread monthly while collaborating with reporters on stories and art development.
 - As a reporter and editor, I wrote more than 40 stories.
 - Awarded 2nd Place Diversity Coverage from Michigan Interscholastic Press Association (2015)
 - Awarded 1st Place Ad Design from Michigan Interscholastic Press Association (2013)
 - Awarded 2nd Place Pro/Con Article from Michigan Interscholastic Press Association (2013)

WORK EXPERIENCE

- Pick-Staiger Marketing** – *Northwestern University (Evanston, IL)* *September 2014 - Present*
Copywriter, Photographer
- Write and edit radio copy, press releases and web content.
 - Design several marketing 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*
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 by more than 50 percent.
 - Budgeted shop expenses through compiling week-end statistics and shop profits.

EXTRACURRICULARS

- Alpha Chi Omega, Gamma Chapter**
Vice President, Public Relations & Marketing *January 2015 – Present*
- Manages a committee of 12 people to control the chapter's social media and public presence.
- Bobcat Cheer**
Coach *August 2011 - February 2013*
- Coached groups of 10-25 3rd to 6th grade girls in sideline cheer and pom.

SKILLS

Experienced in Adobe Creative Cloud, HTML & CSS Coding, Rundown Creator, ENPS, DSLR Photography.
Elementary knowledge of French.