

Nora Farrell

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SUMMARY OF QUALIFICATIONS

- Social media marketing and branding experience in a digital, startup environment
 - Drafting and publishing several daily web stories and blog posts
 - Extensive experience with Microsoft Suite, Final Cut Pro, Photoshop, and WordPress
 - Collection, analysis and presentation of primary and secondary data
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EDUCATION

University of Arkansas, Fayetteville

May 2013

Majors: Communication and Journalism

Minor: Business Marketing

Cum Laude, 3.71 GPA

EXPERIENCE

KMOV-TV

St. Louis, MO

Broadcast Assistant/Digital Producer Trainee

January 2016- Present

- Write stories for the website based on news stories, probable cause statements, and press releases.
- Editing weather and news clips and uploading to the website and KMOV App.
- Post to social networks using Social News Desk.
- Run teleprompter for various shows and newscasts.

HowHeAsked.com

St. Louis, MO

Content Editor

May 2015- Present

- Write blog posts and integrate visual media using SEO-boosting techniques.
- Compose content for guest social media posts and send it to the appropriate company.
- Develop, expand, and collaborate with vendors.
- Collaborate with founder on website redesign and identifying potential business partnerships.

University of Arkansas Athletic Department

Fayetteville, AR

Broadcast Services (RazorVision) Assistant Video Editor Intern

Summer 2013-Summer 2014

- Operated a variety of video shooting, editing, and production equipment to create new video content for ArkansasRazorbacks.com and created relevant graphics using Photoshop.
- Ran cameras and graphics for live production of various sporting events.
- Oversaw scheduling of 6 student assistants and content generation.
- Fulfilled video requirements of the academic and community relation arms of the athletic department.

Broadcast Services (RazorVision) Student Assistant

Summer 2012-Summer 2014

- Managed all video content for the women's soccer and men's tennis teams.
- Crewed live events primarily for the Olympic sports.

KSDK-TV

St. Louis, MO

Intern

Summer 2012

- Published stories to the website; generated story ideas for the Sports department.
 - Coordinated interviews; logged stories; assisted and shadowed reporters.
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FREELANCE WORK

Sterling Events *Event Assistant* (2015)

Monumental Sports and Entertainment *Stage Manager* (2014)

Metro Sports Kansas City *Statistics* (2013)

SEC Media Days *Video Shooter, Producer, and Editor* (2014)

SEC Network *Sideline Reporter* (2013)

Cox Sports Television *Sideline Reporter* (2012-2013)

ESPN *Utilities/Runner* (2011)

COMMUNITY INVOLVEMENT AND LEADERSHIP

CRLA Level 1 Academic Tutor (2013-2014)

UATV Volunteer (2011-2013)

University of Arkansas Student Ambassador (2010-2013)

University of Arkansas Intramural and Recreation Scorekeeper and Official (2009-2013)