

“Eliza Smith is the complete package. She is my go-to source for information about new technology and its applications! Her editorial and writing standards are unmatched, and she is a pleasure to work with.”

professional profile

Experienced producer with 10+ years’ demonstrated success producing newscasts, in-the-field segments, and special reports; driving variety programming; and researching and writing for the Web. Web content editor and social media consultant who drives buzz for clients through intelligent and branded use of Facebook and Twitter, enabling clients to expand online footprint, generate greater page loads and build and enhance brand awareness.

skills

Flickr • WordPress • YouTube • Google Analytics • HootSuite • Widgets • Light Coding
Marketing • Media Relations • News Writing • Research • Video Production • Online Branding

experience and accomplishments

SOCIAL MEDIA CONSULTANT – Company X – City, State March 2010 to present
Manage the social media efforts/accounts by strategically developing and implementing online identity; post/tweet about initiatives and upcoming events to generate interest; research and write content for the blog to publicize FBC’s ongoing initiatives; increase search engine optimization (SEO) and create a better online footprint for the organization.

- **Created online traffic to underutilized blog** by launching a strategic online identity, and posting intriguing posts.
- **Increased FBC’s online profile by attracting more Facebook and Twitter followers.**

EDITOR/ADJUNCT PROFESSOR – Company X, City, State July 2008 to present
Syracuse University’s School of Public Communications Capstone Program for Broadcast Journalism Master’s candidates.

Edit scripts and provide strategic writing and analysis for students serving as Washington-based correspondents for local TV stations around the country.

- **Acted as advisor to student correspondents** on story ideas; researched concepts, fine-tuned and narrowed focus, and transformed stories into well-written, sourced, and shot packages to respective TV stations on deadline.

PRODUCER – Company X – City, State January to March 2010
Charity named for the late Secretary of Commerce providing scholarships and leadership opportunities to African American students with outstanding promise.

Served as producer for first annual “Lee Stein – The Journey Continues: American Journey Awards” fundraising dinner.

- **Researched and promoted three outstanding philanthropists** and public servants to be honored at dinner.
- **Field produced interviews w/ high-profile Washingtonians** who provided first-hand accounts of relationships with honorees and transformed content into short documentaries showcased at dinner.
- **Instrumental in exceeding charity fundraising goal** by compiling honorees video and photo coverage.

BLOGGER – Company X – City, State February 2009 – present
An entertainment/pop culture/advice blog with a shared duty of creative writing on some of today’s hottest topics.

Contribute blog content and track analytics and SEO of daily readership, which received 1M page loads in first year.

- **Orchestrate overall online brand strategy;** organize and manage live chats and facilitate light coding for the site; analyze social media trends to drive traffic to the blog, and Facebook and Twitter pages; expand readership by forging partnerships with other bloggers and aggregating sites.

PRODUCER/OUTPUT PRODUCER – Company X – City, State

January 2010

Global leader in conference TV and web-based TV channels for public sector organizations.

Developed new conference business through contacts resulting in the company's acquisition of a \$20K contract to make a documentary, managed the relocation of the city office—the sole office for Company X in the US—and researched, wrote, field produced and line produced more than 75 short documentary films for multiple ongoing clients domestically and abroad.

- **Secured replacement film crews and voice-over talent for client in Afghanistan**, by contacting the BBC in London and working rolodex of contacts to satisfy the client.
- **Managed budgets and overall projects for 10-15 clients at a time.**
- **Served as sole on-site liaison during conferences** where the short documentaries of our clients were shown.
- **Exceeded client expectations** by seamlessly blending video, text and still photos during a 12 interview in 12 hour shoot.

SEGMENT PRODUCER – Company X – City, State

August 2008

Company X is the only cable network dedicated to serving 50+ community with information and entertainment targeted to their lifestyles.

Researched and wrote content for three TV shows including: short segments, 30-minute programs and Company X's website and liaised with public relations professionals to include various brands in Company X's programming.

- **Telly Award winner** for *The Live Action Sketch* ("Alternative Travel" episode – 2007).
- **Resourcefully identified, solicited and booked guests** for such breaking news topics as the 2008 presidential campaign.
- **Spearheaded the show's first on-air and internet contest**, driving new viewers to the program.

WRITER/ASSOCIATE PRODUCER – Company X – City, State

August 2006

A 24-hour cable station covering the City, State area; Sister station, ABCD, is an ABC affiliate and is housed in the same building as NewsChannel 8.

Selected and wrote news content for a live, daily, 4-hour newscast on NewsChannel 8, much of which also aired on WJLA.

- **Wrote and updated** all breaking news stories during Morning Rush newscast.
- **Crafted story ideas and wrote scripts** for weekly "Daytrippin'" segment feature for station's meteorologist.
- **Created station's first ever computerized video archiving system.**

education & training

American University • Bachelor of Science
Major: Broadcast Journalism • Minor: Political Science
3.9 cumulative GPA

view eliza's work

Work samples may be found at: www.elizasmith.com