

KELSEY ANDERSON

DETAILS

PHONE

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EMAIL

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LINKS

[Linktree](#)

[Muckrack](#)

[Portfolio](#)

SKILLS

Social Media

Content Creation

Adobe Creative Suite

Google Analytics

Video Editing

PROFILE

Accomplished multimedia professional with over a decade of diverse experience in sound design, digital content creation, social media management, and video production. Adept at crafting unique soundscapes, producing high-quality media content, and optimizing digital strategies to enhance brand engagement and reach. Recognized for exceptional creative skills, attention to detail, and ability to drive innovative solutions in multimedia projects.

EMPLOYMENT HISTORY

Digital Content & Social Media Manager, 13 WREX

Rockford

Apr 2022 — Apr 2024

- Produced high-quality media content (written, visual, and video) that aligned with station branding and audience interests.
- Trained new employees on digital goals and strategies that included AP style, headline writing, and push alerts.
- Created multimedia content including thumbnails, cover art, and short videos.
- Managed live streaming on the website and Facebook page, ensuring a smooth audience interaction experience.
- Optimized website content for SEO to improve search engine rankings and visibility.
- Generated detailed analytics reports to track performance metrics and identify areas for improvement.
- Engaged with the community through online forums, discussions, and promotions to build relationships and enhance brand reputation.
- Developed and executed effective social media strategies to increase follower engagement and reach.
- Implemented targeted social media advertising campaigns to reach specific audiences and drive conversions.

Sound Designer & Co-Host, Meet The Ocean

Portland

May 2017 — Aug 2022

- Develop and co-produce environmental podcast, "Meet the Ocean" with over 100 episodes and 100,000 downloads. Craft unique sound designs that enhance the storytelling and overall experience of various multimedia projects.
- Edit audio recordings to ensure high quality and seamless transitions between different segments.
- Author engaging scripts that capture the intended messaging and tone for audiovisual productions.
- Capture ambient sounds through field recording to create immersive audio landscapes.
- Produce and edit podcast episodes with meticulous attention to detail and creative flair.
- Deliver compelling speeches and presentations to diverse audiences on topics related to audio production and storytelling.

Freelance Production Assistant

Chicago and Los Angeles

Jul 2012 — Apr 2022

- Coordinated crew members to ensure seamless collaboration and efficient workflow on set.
- Assisted with filming by setting up equipment, adjusting lighting, and providing support to the production team.
- Set production schedules to outline tasks, deadlines, and responsibilities for each member of the team.
- Managed equipment rentals by coordinating pickups, returns, and maintenance for optimal production efficiency. Organized props and ensured they were readily accessible and in good condition for filming.
- Notable projects include:
 - Production Assistant for "Divergent" feature film, 2013
 - Production Runner for "Kids BBQ Championship" reality TV series that aired on Food Network, 2015
 - Post Production Assistant for "Power Rangers" feature film, 2016
 - A full list of projects can be provided at request.

Back Room Coordinator, Sierra

Batavia

Jul 2019 — Nov 2020

- Organized stock in an efficient and systematic manner to optimize space and accessibility.
- Received incoming shipments of merchandise and ensured accuracy in quantities and items.
- Collaborated with team members to coordinate tasks and enhance overall productivity.
- Implemented strategic pricing strategies for merchandise to attract customers and maximize profits.
- Managed inventory levels to prevent stockouts and minimize excess stock.
- Performed quality control checks on products to maintain high standards of excellence.

Video Producer, Tribune Publishing

Chicago

May 2013 — Oct 2015

- Assisted in development of stories, including basic researching and fact checking.
- Scheduled, attended, and participated in both pitch and production meetings.
- Assisted in editing, graphics, sound mixing, and color correction.
- Ensured consistent metadata for all video.
- Part of team who implemented a company-wide video-to-online workflow for reporters to use iPhone video applications to share footage from the field.
- Operated camera equipment to capture high-quality footage for video production.
- Managed multiple projects simultaneously, ensuring deadlines were met and department heads were satisfied.

EDUCATION

Bachelor of Arts in Film & Video, Columbia College Chicago

Chicago

Aug 2008 — May 2012

Graduated Cum Laude. 2011 First Data Scholarship Recipient. Oversaw 20-26 underclassmen in the dorms as a Resident Assistant from 2009 to 2011. Worked in tandem with professors as a Writing Tutor from 2011 to 2012.

AWARDS

Best Digital Presence - Illinois News Broadcasters Association

Won 1st Place two years in a row (2022 & 2023) for "Best Digital Presence in Small Market Television" while managing digital content at 13 WREX in Rockford, Illinois.

Silver Winner - Signal Award in "General Education" category

Won a Silver 2022 Signal Award in the "General Education" category with Meet the Ocean. The Signal Awards celebrate best-in-class podcast content and production.