

## CONTACT

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🌐 ksmelser.journoportfolio.com

## EDUCATION

Columbia College Chicago

December 2022 Graduate

Bachelor of Arts Degree

- Major: Journalism
- Minor: Social Media Digital Strategy
- GPA: 3.9

## SKILLS

- Content Production
- MMJ Reporting
- Video Production
- Google Analytics
- SEO
- AP Style
- OBS/Streaming Software
- Adobe Premiere Pro
- PSA Production
- Social Media Strategy
- ENPS
- Data Analytics
- Community Relations
- On-Camera Presence
- Script Writing
- Segment Producing
- Breaking News Coverage

## AWARDS

Illinois College Press

Association First Place -

Editorial

Gary Marx Journalism

Scholarship 2021-2022

John Fischetti Journalism

Scholarship 2020-2022

President's Club Endowed

Scholarship 2022

Dean's Scholarship 2019-

2022

Columbia Scholar Award

2019-2022

# KAMY STARR SMELSER

## WORK EXPERIENCE

FOX 2 / STL 11 ST. LOUIS (KTVI/KPLR) Mar. 2023 - Present

Digital Reporter / CTV Host and Producer May 2024 - Present

- Within my first month, became fox2now.com's top digital reporter and remained in the top five pitching and producing three to five local, timely stories daily
- Regularly produced viral TikToks, Reels and Youtube Shorts using original video content, reporter packages, and newscast clips which became a sponsored asset
- Produce shows for the FOX 2 STL+ streaming app utilizing OBS and collaborating with on-air talent.
- Host The Pulse of St. Louis for FOX 2 STL+; a half-hour show with guests promoting community events and issues
- Respond to breaking news in an accurate, timely manner

Community Affairs Director / Community MMJ Jul. 2023 - Present

- Coordinate station involvement with over 40 community partners and events through news coverage, talent engagement, social media and PSA promotion
- Collaborate with news, sales, promotions and creative services departments to effectively promote community partners and station-sponsored events
- Produce compelling MMJ stories promoting community partners and sponsored events
- Write, produce and assist editing for community PSAs
- Book guests for morning and evening news segments

Community Affairs Assistant / Community MMJ Mar. 2023 - Jul. 2023

- Produced compelling MMJ stories promoting community partners and sponsored events
- Posted social media content on FOX 2's platforms promoting station sponsorships
- Manage station front lobby ushering guests and clients to assigned studios.
- Assisted Community Affairs Director in managing community segments and news coverage.

NBC 5 CHICAGO (WMAQ-TV)

Consumer Responds/Investigates Intern Sept. 2022 - Dec. 2022

- Research and pursue story tips submitted by concerned consumers/viewers.
- Organize interviews and integrate soundbites into web copy and story script.
- Gather data sets obtained through FOIA submissions and analyze for story integration.

MODERN LUXURY MEDIA

May 2022 - Dec. 2022

Editorial Intern

- Produced content integrating SEO strategies across Modern Luxury's Angeleno, Scottsdale, Hawai'i and Chicago Social magazines and CMS.
- Researched, interviewed and wrote stories covering luxury real estate opportunities, celebrity profiles, lifestyle, entertainment and restaurants.

THE COLUMBIA CHRONICLE

May 2022 - Dec. 2022

News Editor

Jan. 2022 - May 2022

Staff Reporter

- Edited stories submitted by staff and strengthened story conciseness, clarity, grammar and use of AP style.
- Pitch, report and write stories covering campus, metro, arts and culture and opinion beats that are timely and angled toward target audience.

ECHO MAGAZINE

Jan. 2022 - May 2022

Managing Editor

- Managed a team of over 30 writers, editors, photographers and graphic designers to produce an award-winning, student-run magazine.
- Liaison between desks while incorporating strong communication and teamwork to complete Echo Magazine's 2022 Issue in less than 15 weeks.

GATEWAY JOURNALISM REVIEW

Intern

Jan. 2020 - May 2020

- Interned with former Middle East bureau chief for the Washington Post.
- Researched, reported and wrote articles about current events in journalism and media.