

Ella Morrissey

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EXPERIENCE

East Coast Page | NBCUniversal | New York City, NY Sept. 2024 – Present

- Support and direct 200+ live studio audience members for tapings of *The Tonight Show Starring Jimmy Fallon*, *Late Night with Seth Meyers* and *The Kelly Clarkson Show*.
- Lead 12-person NBC Studio Tours twice a week and support NBCUniversal at internal and external events.

Production and Editorial Operations Page for NBC Select

- Build shopping articles in CMS and manage production of shopping widgets by coding links and identifying sellers.
- Edit and refresh existing articles to reflect current events and revised pricing and descriptions of products.
- Collaborate with 20 Select staff on multiple teams (Art, SEO and Analytics) for guidance on article performance.

Affiliate and Commercial Content Writer | The Sporting News | Freelance June 2024 – Oct. 2024

- Write 15-25 assigned stories per week for a national audience.
- File stories on deadline in SN's CMS and apply SEO best practices.

Media Relations Gameday Associate | New York City Football Club | New York City, NY March 2024 – Nov. 2024

- Assist the Communications staff on game days by preparing the press box and gathering audio from players.
- Work with the League to track and keep game stats to input into the MLS database and send to 100+ media members.

Event Operations Assistant | Living Sport | Phuket, Thailand Nov. 2023 – Dec. 2023

- Responsible for event execution of the three-day Oceanman World Final Championship.
- Provide customer service and hospitality to 1,500 swimmers from 70 nations speaking multiple languages.
- Conduct interviews, write blogs and create reels as part of the Oceanman Digital Content Team.

Contributing Entertainment Writer and Interviewer | Young Entertainment Mag | Freelance Sept. 2023 – Present

- Write three articles a week recapping new films, shows and books and transcribing and summarizing interviews.
- Interview actors, authors and singers twice a week with questions about working in entertainment.

Digital Marketing Intern | Lehigh Valley Public Media | Bethlehem, PA Jan. 2023 – May 2023

- Create weekly content for Instagram, Twitter, and Facebook, resulting in 300 followers through five months.
- Conduct bi-weekly proof of performance analyses to gather current trends and best posting practices.
- Support the marketing team and conversed with community members at over 15 promotional events to bring more attention to Lehigh Valley News, resulting in over 100 new signups.

Sports Editor | The Brown and White | Lehigh University Aug. 2022 – Dec 2022

- Manage a team of 25 sports reporters and write, edit, and review stories for weekly production.
- Coordinate coverage of 50 games and brainstorm feature stories during the fall semester.
- Schedule daily post-publication, review and write headlines and provide writer feedback.

EDUCATION

Lehigh University, Bachelor of Arts Aug. 2019 – May 2023

Major: Journalism | **Minors:** Business and International Relations

- 3.84 GPA | Graduated with Highest Honors, Dean's List all semesters
- Williams Prize first place winner for thesis: "The Future of Women in Sports Journalism and Broadcasting"

LEADERSHIP EXPERIENCE (Lehigh University)

Copy Editor | Epitome Yearbook Aug. 2020 – June 2023

Orientation Leader | Office of First Year Experience Aug. 2021 – Aug. 2022

SKILLS

Associated Press style, SEO optimization, Data analytics (Parse.ly, Google Analytics), Microsoft 365, Canva, Airtable, Spanish (proficient), Social media (Instagram, X, Facebook)