

# ELISE KIDD

## MULTIMEDIA JOURNALIST

### CONTACT



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@eliseakidd or Elise Kidd

### ABOUT ME

I am a multimedia storyteller with a passion for telling the stories about people and places that sometimes slip through the cracks in a world full of eye-catching headlines. I want to amplify voices and help showcase the heart of communities and brands whether that be through print and digital articles, photos, videos or social media content.

### SKILLS

- Journalism
- Social Media Analytics
- Storytelling
- Adobe Premier Pro
- Social Media Marketing
- AP Style
- News Writing
- Meta Business & Asana Scheduling
- Social Media Outreach
- Team Leadership
- Content Strategy
- Social Media Writing
- Interpersonal Communication
- Adobe Photoshop

### EDUCATION

#### UNIVERSITY OF MONTEVALLO

Bachelors of Science                      2021-2025  
*Mass Communication*

Concentration in multi-media journalism and minors in psychology and social media administration.

### RELEVANT EXPERIENCE

#### SOCIAL MEDIA MARKETING INTERN

**FRED Communication by Design**

**August 2024-April 2025**

- Filmed and edited weekly reels for one of the clients' social media accounts that showcased events, products and more.
- Participated and attended weekly touch base meetings concerning marketing points, brand identity and more.
- Maintained a twice a week posting for a start-up business client.
- Communicated with a variety of tenants to obtain content for socials.
- Assisted in newsletter design and layout monthly
- Analyzed competitors branding strategies and compiled monthly analytics reports.
- Designed mockups utilizing branding designed by FRED to showcase on FRED and client's social medias.

#### MULTIMEDIA JOURNALIST

**University of Montevallo Student Newscast, Vallo Vision News**

**August 2021 - May 2025**

- Wrote and edited a number of articles which covered community and campus happenings for the web.
- Created social media content such as graphics, reports and more to promote digital articles, newscasts and shared stories on socials as well.
- Filmed and edited VO/SOT, PKGs and other social media video content using Premier Pro
- Anchored and wrote stories for the weekly newscast in the software, Inception.

#### STUDENT SOCIAL MEDIA TEAM MEMBER

**University of Montevallo Marketing & Communication Office**

**September 2023 - May 2025**

- Filmed and edited short-form video content to help promote university marketing points and reach the targeted audience.
- Conducted audits on D2 competitor schools Tik Tok's and Instagram pages to analyze their marketing strategies and performances.

#### PRODUCTION ASSISTANT

**Junior United Nations of Alabama**

**August 2022 - Present**

- Maintained the previously created website on Wix with updates, forms and photos
- Shot and edited photos and video for the event to post across social media platforms
- Posted a variety of graphics, photos and reels to promote the conference to potential donors and communicate with participants
- Designed the yearly t-shirt and 75+ page resolution book, as well as any other signage needed for the event

#### VICE PRESIDENT COMMUNICATION & DIRECTOR OF E-COMMUNICATION AND PUBLIC RELATIONS

**Delta Gamma Fraternity, Zeta Nu Chapter**

**November 2021 - November 2023**

- Updated the two-year outdated chapter website with current information and media
- Crafted a weekly posting plan for myself and the two directors I oversaw so as to post weekly during recruitment
- Created dozens of infographics for Instagram story's, UM marketing TVs and flyers to promote events and the chapters values.

#### NEWS INTERN

**The Trussville Tribune**

**September 2019 - March 2020**

- Assisted the Managing Editor on editing and writing weekly stories for print and digital
- Analyzed press releases and police reports in order to use the information to write articles
- Wrote and edited multiple digital and print articles while preparing social posts to go along with them.
- Conducted multiple interviews with locals, police and state representatives