

ELISE KIDD

MULTIMEDIA JOURNALIST

CONTACT

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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

- Social Media Analytics
- Storytelling
- Adobe Premier Pro
- Social Media Marketing
- AP Style
- News Writing
- Copy editing
- Meta Business, Asana Scheduling, Social News Deck
- Social Media Outreach
- Team Leadership
- Content Strategy
- Social Media Writing
- Interpersonal Communication
- Adobe Photoshop
- Social graphic design
- Deadline oriented

EDUCATION

2021-2025

UNIVERSITY OF MONTEVALLO

- Bachelors of Science in Mass Communication
 - Concentration in multi-media journalism and minors in psychology and social media administration

RELEVANT EXPERIENCE

WBRC 6 News

May 2025 - Present

Digital Content Producer, part-time

- Wrote and edited multiple articles utilizing AP style throughout shifts.
- Clipped reporter stories and other video from daily newscasts to share on web and add to stories.
- Sent out dozens of pushes for breaking, national, and local news, as well as weather, sports, etc.
- Copy edited multiple reporter stories.
- Live streamed breaking news events and press conferences on social media channels.
- Scheduled posts on social media through a scheduling platform.
- Communicated with local officers and sister stations to gather information.

FRED Communication by Design

August 2024 - April 2025

Social media marketing intern

- 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.

University of Montevallo Student Newscast

August 2021-May 2025

Multimedia journalist

- 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.

Junior United Nations of Alabama

August 2022 - Present

Production Assistant

- Maintained the previously created website on Wix with updates, forms and photos.
- Redesigned a new website in July/August 2025
- 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