

AMY LEET

Golden, CO

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COMMUNITY RELATIONS – CONTENT CREATOR – PRODUCER - EDITOR

Focused and creative Communications professional with over three years of proven experience in producing high-quality, video-based content in extremely fast-paced broadcast environments. Talent for taking complex topics and concepts and crafting them into a targeted message that informs and inspires the target market to take action. Key team player who knows how to collaborate with internal and external stakeholders to develop clear content in print, video, multi-media, and digital campaigns.

KEY SKILLS

- Impactful visual and written storytelling
- Digital content creation
- Marketing strategy development
- Marketing campaigns, PR, and press releases
- Community engagement
- Media relations and outreach
- Corporate communications strategies
- Proven, professional writing abilities
- Excellent communication skills
- Independent, entrepreneurial spirit
- Deadline-driven time management
- Keen attention to detail
- Decisive and calm under pressure
- Willing to travel

Software: Microsoft Office (Word, Excel, PowerPoint, Outlook,) Adobe Premier, Adobe Photoshop, and social media (LinkedIn, Facebook, Twitter, Instagram), Social News Desk, Desktop publishing

Video Production Equipment: Broadcast-quality cameras, editing suites, lighting, and photography, including ENPS, Panasonic P2 cameras and professional grade GoPro cameras.

Post-Production and Editing Tools: Audio compression, effects processors, audio mixing/dubbing, multi-track non-linear editing software, digital editing and graphic design, including Adobe Audition/ Premiere Pro and Final Cut 10 / Inception.

CAREER OVERVIEW

Reporter / Anchor and Acting Weekend Manager

May 2016 – May 2018

KULR-8 News | Billings, MT

Hired by the NBC affiliate to produce high-quality, engaging stories that focused on the local community. The station airs multiple news broadcasts, requiring a constant stream of content within HD broadcast standards. One of the only staff members able to produce, anchor, and report with equal talent.

- Generated unique, captivating local stories daily, from inception through final editing.
- Researched content for local stories, developed scripts, secured on-location shooting, captured all video elements, edited footage, and transcribed content into AP Style.
- Reframed and posted stories to the station's website, Social News Desk, and social media streams.
- Managed the station's social media platform and monitored Facebook and Twitter interactions.
- Served as videographer, capturing main images and additional footage for B-rolls, promotional videos, voice overs, and quick teasers for that day's broadcast.
- Cleaned up audio in post-production, including addition of licensed music, elimination of noise and distortion, audio compression, and fresh voice-overs.
- Managed the weekend staff to produce scheduled newscasts and respond to breaking news.
- Performed as on-air new anchor in addition to serving as assignment editor for weekend newscasts.
- Secured recorded and live interviews with guests, including high-profile political figures such as Montana's Governor and state legislators.

Marketing Intern

October 2017 – April 2018

Kinetic Marketing & Creative Agency | Billings, MT

A highly recognized full-service agency, Kinetic Marketing & Creative focuses on six key areas: Market Research, Digital and Web, Brand and Content, New Business, Public Relations, and Employee Engagement.

- Mentored by several senior members and teams in such areas as account management, project management, project development, client relations, and social media campaigns' performance.
- Conducted proofreading of client's investment website prior to launch.
- Assisted with user testing focus groups for client's website.
- Helped produce professional photography and video for clients' web content.

Reporter / Producer / Anchor

May 2015 – May 2016

KCWY News 13 | Casper, WY

Originally hired as a self-contained Reporter/Producer and promoted to weekend Anchor after just three months.

- Conceived and pitched interesting stories that spotlighted the local community, its members, breaking news, and special interest pieces.
- Developed scripts, shot video, transcribed content into AP style, and edited all produced pieces.
- Oversaw weekend newscasts and served as assignment editor, selecting and assigning pieces to additional reporters and staff members.
- Managed the entire station's social media and website content.
- Generated content strategies and collaborated with team members to produce consistent, compelling stories that captivated the local audience and community.

On-Air Personality

August 2014 – May 2015

Intern

January 2014 – May 2014

Stillwater Radio Station 93.7 KSPI-FM and 105.5 KGFY-FM | Stillwater, OK

Rehired to a prominent on-air position following a successful internship. Constantly researched information about new music, artists, and local events to create strong ties with the community.

- Produced majority of voice commercials for four stations within the radio group.
- Managed the on-air signal, served as board operator, coordinated live talent for scheduled breaks, and accurately played commercials as per purchased packages.
- Created print ads to promote the stations within the local newspapers.
- Provided marketing promotion for Women's Night Out and helped coordinate the events.

ADDITIONAL INTERNSHIPS AND SPECIAL ASSIGNMENTS

Throughout college experience, became involved with different media outlets, frequently transitioning into paid writing pieces or extended assignments.

Reporter/Anchor – OstateTV. Oklahoma State University | Stillwater, OK

August 2014 – May 2015

Staff Reporter – The OColly Newspaper. Oklahoma State University | Stillwater, OK

2013 – 2014

Contributing Music News Editor – RockRevolt Magazine. Online Music Magazine

Summer 2014

EDUCATION

Bachelor's degree – Multi Media Journalism. Oklahoma State University | Stillwater, OK

May 2015

- Tau Sigma Honor Society; Mary E. Jones Scholarship.

International Studies. University of Westminster | London, UK

Summer 2014

Coursework towards bachelor's degree. Hawaii Pacific University | Honolulu, HI

2011 - 2012

- Academic Scholarship; Athletic Scholarship for Competitive Cheerleading