

Ashlee M. Dell'Arciprete

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Education

Fordham University at Lincoln Center | New York, NY **Expected Graduation: May 2018**

Bachelor of Science in Communications & Media Studies | Major GPA: 3.9

Dual Concentrations in Film & Television and Digital Technology & Emerging Media | Minor in Marketing

Relevant Coursework: Production in Communications, Social Media, Writing for Media, Principles of Marketing, Principles of Advertising, Print Copywriting, Communication Research Methods, Editing, Understanding Film

Award & Activities

Honors & Awards: Dean's List, Alpha Lambda Delta National Honor Society, The National Society of Leadership and Success, Lambda Pi Eta-National Communications Honor Society

College Experience: OSHA Certification, American Advertising Federation (Member 2013-14, Vice President 2014-16), PRSSA - General Member, Fordham Filmmaking Club - Producer

Professional Experience

WHDH-TV | Boston, MA **May 2017 - Present**

General Production Intern

- Log, transcribe, and archive raw footage in video archive library and ingest non-digital footage for editors
- Coordinate scripts and research stories before air
- Assist production team and staff members during tapings and assist in general office duties when needed

NBCUniversal | New York, NY **January 2017 - May 2017**

Audience Development Intern at NBC News, Digital

- Monitored relevant keywords and rising searches on Google Trends and Google Keyword planner
- Provided TODAY Show producers with SEO keyword research for the following day's guests and segments
- Conducted SEO research to NBC News & TODAY editorial teams in preparation for write-ups
- Responsible for social media reporting and analysis of the TODAY Show to identify areas for improvement

Starry Constellation Magazine | New York, NY **November 2016 - Present**

Journalist

- Research & provide daily entertainment coverage through blog posts and maintain a strong online presence
- Create Gifs with Photoshop and attach to promotional tweets scheduled through TweetDeck
- Attend and provide coverage for events as press, such as New York Comic Con and PaleyFest
- Conduct interviews with talent via email, Skype, and in-person and publish to the site through WordPress

Arch Creative Group | Woburn, MA **May 2016 - September 2016**

Social Media Intern

- Managed ACG's digital presence by publishing daily social media posts on Facebook, Pinterest and Twitter
- Monitored social media posts through Google Analytics & Facebook Insights to increase traffic by 137%
- Was responsible for managing clients social media and creating custom content using Adobe Creative Suite

Arch Creative Group | Woburn, MA **August 2015 - December 2015 / January 2016 - May 2016**

Marketing Intern

- Assisted in writing copy for press announcements with targeted SEO using keywords through Google Trends
- Performed competitive analysis using Google Analytics to identify targets of clients ACG represented
- Was responsible for market research to gather analytical data relevant to the client into weekly reports

Skills

Software & Programs

Mac OS X and Windows | Microsoft Office Suite | Google Keyword Planner | Google Trends | Adobe Omniture | iNews | Adobe InDesign | Adobe Illustrator | Adobe Photoshop | Adobe Premiere | Final Cut Pro | Avid |

Social Media & Other

Photography | YouTube | Twitter, Facebook | LinkedIn | Pinterest | Tumblr | TweetDeck | WordPress