

# Ashlee M. Dell'Arciprete

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## Professional Experience

**Late Night With Seth Meyers** | NBCUniversal **December 2017 - Present**  
New York, NY  
*General Production Intern*

- Perform various production activities in several different departments including post-production, studio production, organizing the talent database, and ticket distribution and audience loading for monologue rehearsal
- Handle and file SAG-AFTRA talent contracts, assist and act as a stand-in on production shoots for comedy sketches
- Responsible for covering the reception desk when needed and supporting production staff in studio and office

**NBC Nightly News with Lester Holt** | NBCUniversal **September 2017 - December 2017**  
New York, NY  
*Production Intern*

- Logged, transcribed interviews, and delivered scripts and rundown to on-air talent, producers and crew daily
- Supported in daily operation of the show before air and in-studio during taping to help shows run smoothly
- Assisted on a 360-degree video shoot for social media and observed headlines and control room functions
- Performed miscellaneous production runs and general office duties and tasks when needed

**TV After Dark & Starry Magazine** **November 2016 - Present**  
New York, NY  
*Social Media Editor and Writer*

- Research & provide daily entertainment coverage through blog posts to maintain a strong accurate social presence
- Create Gifs with Photoshop for posting and monitor Facebook, Twitter, Instagram & Snapchat accounts
- Attend and provide coverage on social media for events as press such as New York Comic Con and PaleyFest
- Conduct interviews with talent via email, Skype, and in-person and published to the site via WordPress

**WHDH-TV** | Sunbeam Television **May 2017 - August 2017**  
Boston, MA  
*Production & Social Media Intern*

- Coordinated scripts and researched stories before air to support production team in studio
- Logged, transcribed and archived footage to prepare for production crew, staff, and on-air talent
- Monitored Facebook and Twitter accounts, interact with users, and updated platforms throughout the day

**NBC News, Digital** | NBCUniversal **January 2017 - May 2017**  
New York, NY  
*Audience Development Intern at NBC News, Digital*

- Utilized social media reporting and analysis of the TODAY Show to identify areas for improvement
- 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

**Arch Creative Group** **May 2016 - September 2016**  
Boston, MA  
*Social Media & Marketing 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%
- Assisted in writing copy for press announcements with targeted SEO using keywords through Google Trends

**Arch Creative Group** **August 2015 - May 2016**  
Boston, MA  
*Marketing Intern*

- Published daily social media posts for clients of Arch Creative Group on Facebook, Pinterest and Twitter
- Brainstormed ideas for new projects and creating custom content for the site using InDesign and Photoshop

## Education

**Fordham University, Lincoln Center Campus** | New York, NY **May 2018**

*Bachelor of Arts in Communications & Media Studies* | Dean's List 2016-17 | Major GPA: 3.9

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

**Honors & Awards:** Dean's List, Alpha Lambda Delta Honor Society, Lambda Pi Eta Communications Honor Society

## Skills

Mac OS X and Windows | Google Keyword Planner | Google Trends | Adobe Analytics | Adobe Omniture | iNews  
Adobe Premiere | Adobe InDesign | Adobe Illustrator | Adobe Photoshop | Final Cut Pro | Avid Media Composer  
Nikon D3400, Canon 6D and T6i DSLR | Avid Media Central UX | TweetDeck | SEO | DOMO | WordPress | CrowdTangle