

KASSIDY HAMMOND

Digital Social and Site Distribution Producer

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khammond.org



SUMMARY

Experienced digital content producer with a background in crafting innovative visual and written narratives for online platforms. Organized and detail-oriented team leader with proven success in managing and executing web-based marketing projects based on digital data analysis to increase reach and expand target audience.

EDUCATION

Virginia Commonwealth University

- Bachelor's Degree: Mass Communications 2018

SKILLS

- Strong organizational, multitasking and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team, thrives in project management
- Detail-oriented, critical thinker with a knack for creative problem-solving
- Experience in managing multiple social accounts simultaneously and creating platform-specific content

TECHNICAL SKILLS

- Adobe and Microsoft products
- Photography & Videography
- Drone Photography
- Proficiency in AP Stylebook
- Google Analytics, Search Engine Optimization (SEO)

HONORS & AWARDS

- Regional Edward R. Murrow Awards for Digital Journalism - May 2023
 - Authored 2 out of 5 articles submitted station-wide
 - WRIC's first time receiving this award
- Regional Edward R. Murrow Awards for Overall Excellence - May 2023
- Regional Edward R. Murrow Awards for Overall Excellence - May 2022
- Best Documentary Film
 - Poe Film Festival Pro Film Awards 2019 (National)
- Best College Film
 - Poe Film Festival College Series 2019 (National)

PROFESSIONAL EXPERIENCE

Digital Social and Site Distribution Producer

ABC 8News WRIC-TV (Nexstar Media Group) | Feb. 23 - Present

- Create and execute social media campaigns/ digital marketing strategies for WRIC flagship events with total estimated values of \$25,000, \$34,000 and more
- Executes evolving newsletter strategy with regular metric analysis (Chartbeat, Google Analytics, WordPress)
- Train staff on search engine optimization (SEO), social media, AP style formatting
- Curate & maintain Twitter (X), Facebook, Instagram, YouTube and LinkedIn accounts to grow social audience acquisition and site pageviews
 - Grew YouTube subscribers by 200% in 2022.
 - Grew Facebook audience by 350% Jan- Sept. 2023

Digital Content Producer

ABC 8News WRIC-TV (Nexstar Media Group) | Nov. 2021 - Feb. 2023

- Ranked as Top Digital Producer monthly by continuously exceeding pageview goals and wrote over 2,700 bylined articles shared nationwide by Nexstar/ABC television stations
- Independently developed, produced & executed same-day stories relevant to the local community
- Worked alongside members of the community and officials to craft fact-based stories to increase public awareness of top issues and local news
- Created graphics on Adobe Spark and other editing outlets for social media.

BayHost and Event Ambassador

TopGolf RVA | 2019 - 2021

- Coordinated events for large parties and gatherings
- Served food and beverages promptly with focused attention to customer needs
- Maintained thorough menu knowledge to answer questions regarding ingredients and cooking methods
- Oversaw service team, delegated tasks, and trained new staff

Art Gallery Assistant

Liza Pruitt Art Gallery | June 2019 - Aug. 2019

- Maintained detailed artwork descriptions and artist biographies to facilitate accurate delivery of information to visitors
- Assisted with creation of site and social media content to promote gallery to current and potential customers
- Tracked gallery artwork and maintained physical inventory