

# ALEISSA BLEYL

## DIGITAL CONTENT PRODUCER

 aleissa.bleyl@gmail.com  
 (573) 554 - 6659  
 www.aleissableyl.com  
 @aleissachan

## WORK EXPERIENCE

### E.W. SCRIPPS COMPANY - DIGITAL ENGAGEMENT

#### MULTIMEDIA SPECIALIST (Aug. 2017 - Present)

Works on behalf of the national investigative team at the Scripps News Washington Bureau to produce smart, compelling and consumable social content for digital, enterprise packages that are dispersed to over 30 Scripps affiliates. Contributes to the team's social campaigns to help increase engagement and reach their target audience online. Currently working in the capacity of a remote freelancer.

#### MULTIMEDIA / PODCAST INTERN (May 2017 - Aug. 2017)

Collaborated with sectors of the Scripps News Washington Bureau to spearhead, pitch and create original digital content for online audiences, particularly on social media. Helped produce the Decode DC podcast on a daily basis using Pro Tools.

### GLOBAL JOURNALIST - TALK SHOW

#### LEAD VISUAL EDITOR (Aug. 2016 - Present)

Leads teams of multimedia students to develop social media campaigns and digital content for the Global Journalist, a talk show on international press freedom issues broadcasted on mid-Missouri's NPR affiliate.

### POLITIFACT MISSOURI - FACT-CHECKING

#### STAFF WRITER (Jan. 2017 - May 2017)

Wrote articles fact-checking local politicians for Politifact in partnership with the Columbia Missourian city newspaper. Pitched all pieces for publication.

### KBIA 91.3 FM - NPR AFFILIATE

#### SOCIAL MEDIA PRODUCER (Jan. 2017 - May 2017)

Used Illustrator and other software to create and deploy social media content weekly for KBIA 91.3 FM, mid-Missouri's NPR affiliate. Created captions, tweets and other posts for publication on both Twitter and Facebook.

#### NEWS ANCHOR (Aug. 2016 - Dec. 2016)

Broadcasted short newscasts to Columbia listeners for KBIA, mid-Missouri's NPR affiliate. Searched for timely events to showcase for each newscast, rewrote scripts to cater to a Columbia audience, and quickly recorded audio under deadline. Edited using Audition.

#### GENERAL ASSIGNMENT REPORTER (Apr. 2016 - May 2016)

Pitched, reported and produced audio stories for KBIA 91.3 FM, mid-Missouri's NPR affiliate. Worked on deadline to produce local stories for publication. Used Audition to edit audio and wrote text pieces to supplement audio pieces, both for publication.

### COLUMBIA MISSOURIAN - CITY PAPER

#### INFORMATION GRAPHICS DESIGNER (Jan. 2017 - May 2017)

Pitched and created graphics for the Columbia Missourian, Columbia's city newspaper, via Illustrator. Elements included simple bar charts and line graphs to more complex infographics for publication at least twice a week.

#### MULTIMEDIA REPORTER (Jan. 2016 - May 2016)

Pitched and reported stories for the Missourian Minute, a multimedia series hosted by the Columbia Missourian. Videos were edited with Premiere Pro and were supplemented with short text pieces for publication.

### FUTURES LAB - CONVERGENCE

#### PROJECT MANAGER (Aug. 2016 - Dec. 2016)

Managed teams of new convergence reporters to produce multimedia packages on deadline for outlets around Columbia, MO. Edited TV-style scripts, long-read text pieces and TV-style video pieces. Produced a plan for deployment onto social media for each package before potential publication.

## EDUCATION

### UNIVERSITY OF MISSOURI

Expected graduation date: December 2017

**Major:** Convergence Journalism

**Emphasis:** Emerging Media

**Minor:** Middle Eastern Studies

## SKILLS

- Effectively pitching a timely news story
- Reporting a story - especially in rural areas
- Writing scripts for TV as well as for radio
- Producing TV-style multimedia packages
- Cueing visuals in real-time during live shows
- Creating infographics under deadline
- Editing / producing video under deadline
- Editing / producing audio under deadline
- Anchoring the news for radio programs
- Creating .srt files for closed captioning
- Creating social media content for multimedia packages
- Effectively working in teams under deadline
- Managing others under deadline

## SOFTWARE I USE:

- | VIDEO           | AUDIO       | DESIGN        |
|-----------------|-------------|---------------|
| • Final Cut Pro | • Audition  | • Illustrator |
| • Premiere Pro  | • Audacity  |               |
|                 | • Pro Tools |               |

## NOTABLE PROJECTS

### WLRN CRISIS INTERN (Sep. 2017)

A social-listening project in partnership with WLRN, an NPR-affiliated station in Florida. We surveyed social media to identify people in crisis in the aftermath of Hurricane Irma.

### ELECTIONLAND (Nov. 2016)

A national project in partnership with ProPublica. We surveyed social media to catch instances of voter intimidation during the 2016 presidential election.

## BACKGROUND

### BORN/RAISED IN HAWAII



### LIVED IN QATAR (10 months)

- Won the **award for best guide** in my category (DTFF)