

DANIELLE KATZ

Brand Storyteller

Skills

Video Production
Content Creation
Web Management
Social Media
Brand Marketing
Strategic Messaging
Copywriting & Editing
Data Analysis
Adobe Premiere
Final Cut Pro
Canva
Broadcast Journalism

Contact

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Experience

Hutchison School

Digital Brand Storyteller

Memphis, TN | August 2021-present

- Lead strategic digital storytelling across web and social platforms, driving a 46% increase in Instagram followers
- Develop and execute content strategy aligned with enrollment, philanthropy, and community engagement priorities
- Plan, produce, and publish high-impact short-form video and visual content that elevates Hutchison's mission and brand voice
- Write compelling copy and conduct interviews with students, faculty, and alumnae to create profiles and spotlights that communicate the long-term value of a Hutchison education

WBIR (NBC)

Multiplatform Producer

Knoxville, TN | June 2018-June 2021

- Showcased for all day parts using creative, clear, and concise writing and visual elements
- Wrote, published, and managed content across station website and social media platforms
- Preproduced informative and talkable segments for morning show
- Created innovative and interactive content including maps, FAQ stories, and quizzes for several series and special projects

KOMU (NBC)

Multiplatform Producer

Columbia, MO | May 2016-May 2018

- Researched, wrote, and managed all content in newscasts
- Created interactive storytelling elements for web including maps, timelines, and story maps by working with reporters
- Compiled weekly online and social media engagement analysis reports for newsroom

CNN

TV Research and Analytics Intern

Atlanta, GA | June-August 2017

- Assisted analysts with daily reporting on CNN programs
- Wrote, edited, and researched news stories with several teams

Reuters

Reuters TV Intern

Brussels, Belgium | January-May 2017

- Edited, scripted, and uploaded stories for more than 700 Reuters TV clients to use internationally

Education

University of Missouri

Bachelor of Journalism (2018)

- Emphasis in Radio-Television Producing, Minor in Sociology