

ELIZA MURPHY

ELIZAWMURPHY@GMAIL.COM
803-606-7693

WWW.ELIZAWMURPHY.COM

TWITTER: ELIZAWMURPHY

EXPERIENCE

- Aug. '11 – Present*
- Glam Media** *New York, New York*
Junior Digital Sales Planner
- Assist with the review of media plans to ensure accuracy of placement details for high-end style retailers such as “Macy’s”, “Chanel No5” and “Net-A-Porter”
 - Inform and influence traffic delivery teams on Advertiser’s objectives and success metrics to ensure producing optimized results for client satisfaction at campaign conclusion
 - Responsible for Third-Party ad server systems, including campaign set-up, traffic of creative, and the pulling/creation of client performance reports
- Aug. '10 – Apr. '11*
- NBCUniversal: “NBC Nightly News with Brian Williams”** *New York, New York*
Digital Journalist
- Report, produce, shoot, write and edit original online news packages for NBC Nightly News covering such events as the “American International Toy Fair” and Wartime exhibits at the Intrepid Sea, Air and Space Museum
 - Promote NBC News through Social Media to enhance viewer participation and engagement
 - Produce and edit web components and extended interviews to supplement daily newscast packages
- Production Associate**
- Pitch NBC News investigative story resulting in exclusive coverage of multi-million dollar lawsuit
 - Line produce entire “NBC Nightly News with Lester Holt” newscast and back time show in control room
 - Research, interview and book sources and locations under tight deadlines for daily news segments
- Mar. '09 – May '10*
- KOMU-TV 8** *Columbia, Missouri*
Anchor / Reporter
- World Report and weekend anchor, Dayside News Reporter, Videographer and Editor for Mid-Missouri’s Emmy-winning NBC affiliate
 - Experience with live coverage of breaking news events such as a hostage situation at the State Capital and a mysterious fatal plane crash on a rural Missouri farm
- Producer / Web Editor**
- Produce 5pm, 10pm, and morning newscasts composed with franchised stories and distinguished rundowns
 - Multimedia Journalist and producer of web components via continuous Twitter updates during reporting shifts and detailed web versions of each story with additional information, links and graphics for KOMU.com
- Oct. '09 – Nov. '09*
- FOX Sports** *St. Louis, Missouri*
Coordinating Producer
- Coordinated information and technical details between Los Angeles Control and Production Crew throughout live coverage of FOX NFL games
 - Assisted Associate Director in keeping game statistics for duration of live NFL game coverage
- May '09 – Aug. '09*
- NBCUniversal: “Dateline NBC”** *New York, New York*
Production Intern
- Associate Producer for second installment of Chris Hansen’s “Vegas Undercover” series
 - Assisted during breaking news coverage of Michael Jackson’s death coordinating with senior producers, technical directors and chief Editors
 - Pitched story idea regarding a re-opened 30-year-old cold case now ruled homicide that was immediately assigned to Senior Producers for further investigation
- Aug. '09 – Dec. '09*
- KBIA-FM News** *Columbia, Missouri*
Reporter
- Reported feature story that aired on NPR’s “All Things Considered” regarding a groundbreaking statewide response system for stroke and heart attack patients
 - Completed several feature stories to be aired for the station’s “Under the Microscope” and “Audio Postcard” segments

EDUCATION

- Missouri School of Journalism**, University of Missouri in Columbia
Bachelor of Journalism in Radio/Television News, May 2010
- Minor: Sociology
 - Recipient: “Multicultural Studies Certificate” for excellent ability to work across cultural and racial borders
 - Recipient: “Sam Mobley Award” for exemplifying ideal broadcast journalism skills specified by Mobley family

SPECIALIZED SKILLS

Broadcast: Avid Newscutter Non-Linear Editing, Sony HVR-A1U and Sony XDCam video cameras

Online: Social Media platforms, iNews, Active Content Manager, Microsoft Office, Accurint, Adobe Illustrator, E-Transcription

PROFESSIONAL AFFILIATIONS

Society of Professional Journalists, Member
Radio Television Digital News Association, Member
Investigative Reporters and Editors, Member