

Alexandra M. Vitali

Twitter & Instagram: @alivitali

Employment

Krystal Clear, Shift by msnbc, New York City, NY, July 2014 – Present

Segment Producer / Graphics Producer

- Pitch, write and produce segments for live-web show on msnbc.com
- Founding member of team that launched Krystal Clear webshow on Shift by msnbc
- Coordinate with host on social media elements (tweets, Facebook posts, reported pieces) to complement show video content
- Shoot and edit man on the street style interview packages about major news events with a feminist twist

The Cycle, msnbc, New York City, NY, November 2013 – Present

Graphics Producer

- Spearhead and supervise the creation of all graphic elements for one hour of live television news
- Aid in production of interviews with high profile politicians, activists, and leading experts
- Support director and senior production staff in implementing graphic elements in a live control room during breaking news and daily shows

Sweet Lemon Media, September 2012 – May 2014

Vice President and Managing Editor

- Managed over 50 contributors and 5 editors as head of Sweet Lemon's editorial team
- Wrote weekly columns for Sweet Lemon's website, as well as bi-monthly columns for Sweet Lemon's digital magazine
- Originated, hosted and produced segments for Sweet Lemon TV, streaming on Sweet Lemon Media's YouTube channel

msnbc.com, New York City, NY, September 2012 – November 2013

Multimedia Editor

- Reported original stories for msnbc.com in both breaking news situations and to highlight show segments (ie: *The Cycle*, *Andrea Mitchell Reports*, *Melissa Harris-Perry Show*)
- Collaborated on social media efforts for multiple msnbc show platforms (Twitter, Tumblr, Google+, and Facebook)

ABC News All Media, New York City, NY, May 2012 – September 2012

Production and Development Assistant

- Developed and pitched ideas for new series integrating previously aired ABC news content
- Worked with producers on repackaging segments of *20/20*, *Nightline*, and *What Would You Do?* for cable networks

Late Night with Jimmy Fallon, New York City, NY, May-Aug 2011

Research Intern

- Supported three segment producers in researching guests, preparing interview questions, and writing show intros
- Researched and created biographical packets about guests appearing on the show for use by segment producers and host to prepare scripts and create relevant games around

Skills

- Fluent in French
- Microsoft Word, Office, PowerPoint and Excel
- Proficient in AVID3 and Final Cut Pro

Education

Tulane University, New Orleans, Louisiana

B.A. 2012, Magna Cum Laude with Departmental Honors

Presidential Scholar/Honors Program

Double Major: Communications and Political Science Minor: English

GPA: 3.67

Study Abroad: Aix-en-Provence, France - September-December 2010

Honors Thesis: Citizen Journalism in the Post-Network Age of News - Awarded Senior Honors Scholar