

ELAINA FINKELSTEIN

DIGITAL MEDIA STRATEGIST
&
CONTENT CREATOR

CONTACT

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🌐 elainafinkelstein.com



BACKGROUND

- 3+ years experience as a marketing and social media strategist
- Expert in creating strategy for multi-platform digital content experiences
- Paid/organic Facebook/Instagram/Twitter campaigns
- Excellent writing and presentation skills
- Ability to manage multiple projects and deadlines simultaneously
- High energy individual who thrives in a fast paced environment
- Worked in top 10 news market with leading station in Washington, DC

SKILLS

- iNews and Storyline
- Logic Pro X
- Final Cut Pro
- iMovie
- Audacity
- Wordpress
- HTML/CSS coding
- Adobe Photoshop & Premiere
- Microsoft Office Suite
- Advanced Audio production and editing
- Advanced Video production and editing
- Broadcast studio knowledge

EDUCATION

**BACHELOR OF ARTS IN COMMUNICATION WITH
DIGITAL MEDIA STUDIES | MUSIC**

University of Mary Washington

2014-2018 | Lambda Pi Eta & Mu Phi Epsilon honor society

EXPERIENCE

ABC7 NEWS -WJLA | NEWS CHANNEL 8

Web Development Intern | September 2017 - Dec 2017

- Researched and published over 30 digital news articles for network website and social media platforms
- Went out in the field with reporters and photographers to learn how to cover breaking news stories
- Helped film and edit news packages for pre-recorded and live broadcasts
- Extensive use of iNews, Storyline, live social media broadcasting, journalistic writing using AP style for web content, and participated in a mock newscast
- Reworked TV news scripts for digital presentation
- Covered events in Washington, D.C on behalf of ABC7
- Created graphics for Facebook to build social media interaction

SUBJECT MATTER - CREATIVE ADVOCACY

Digital Content Team Intern | May 2016 - August 2016

- Helped develop and execute digital media strategies on strategic, multi-platform media projects
- Assisted in extensive research on the latest social and industry trends
- Strategized and executed social media strategies for a wide variety of clients, to include content creation, paid and organic audience growth
- Managed social media accounts and digital engagement opportunities for celebrity Marlo Thomas, McDonalds, Soccer for Success, Buckle Up For Life Campaign, Association of American Railroads
- Conducted targeted outreach to journalists and producers at local, statewide, regional and national news outlets
- Assisted in producing broadcast television and radio media tours

THE STORY COLLABORATIVE - LLC

Digital Media/Website Design Intern | May 2017 - August 2017

- Used inbound marketing by creating social media campaigns, marketing campaigns, video content, and blogging for clients
- Hubspot Inbound Marketing Certified/SEO trained
- Created promotional content for clients using Facebook marketing campaigns, Instagram media campaigns, and website designing
- Coded backend analytics for various websites of clients
- Assisted with the various photoshoots and video shoots for clients