

## Phone

(585) 705-3895

## Email

emilyputnam6@gmail.com

## Education

Newhouse School at  
Syracuse University

- ◆ MS in Communications  
(specialization in  
journalism innovation)

Ithaca College

- ◆ BA in Drama
- ◆ Study abroad, London UK

## Social Media

FB/EmilyPutnamWHECTV

IG @whec\_eputnam

IG @ee\_putnam

Twitter @whec\_eputnam

## Skills

Editing in Adobe Premiere Pro, developing rapport w/ interviewees, ENPS, Canva, crisis communications, Microsoft Suite, Google Suite, Google Ad Manager, ShortStack, Word Press, Square Space, Weebly, Mail Chimp, Constant Contact, Asana, NYS Driver License, US Passport, active member of the Rochester arts community

## Employment History

**Jun. 2020 – Present**

**Reporter/Multimedia Journalist at WHEC-TV/News10NBC**

Field reporting, in-studio anchoring, breaking news coverage, live shots, producing and hosting *Rochester In Focus*, conducting on-camera interviews, producing rundowns and writing scripts in ENPS, web writing, video editing

**Oct. 2017 – Jun. 2020**

**Executive Assistant at WHEC-TV/News10NBC**

Key contact for Community Advisory Board, calendar management for VP/GM, assisting Dept. Heads with projects, coordinating complex executive meetings, building and managing web contests, organizing station-wide events, assisting with preparation of presentation materials, handling incoming and outgoing communications on behalf of the VP/GM, assisting sales department with projects when needed, providing station-wide office support.

**Aug. 2016 – Sept. 2017**

**Marketing & Services Coordinator at Spectrum Creative Arts, LLC**

Connecting prospective clients with creative arts instructional and therapy services in individual and group settings. Developing and implementing marketing strategies for the agency's array of classes, programs, events, performances, workshops, and promotional opportunities. Management of social media platforms. General administrative support as needed.

**Sept. 2014 – Nov. 2016**

**PR & Social Media Manager at Dresden Public Relations, Inc.**

Plan and develop public relations strategies and activities to promote the image, products, and events of the firm's many clients. Enhance and protect their brands via traditional and social media outreach and communication, working with the director on all behind-the-scenes tasks related to creating and maintaining successful strategy, campaigns, and events.

Clients include: Rochester Music Hall of Fame, Rochester/Finger Lakes Film Commission, High Falls Film Festival, Veterans Outreach Center, Cancer Wellness Connections, Resolve of Greater Rochester, Brighton Volunteer Ambulance, Palmyra-Macedon Central School District

**June 2013 – Sept. 2014**

**Office Assistant at Stepping Stones Learning Center**

Agency's first point of contact for visitors and staff; field general questions from parents and community partners; maintain database of student info; process tuition and registration payments.