

KAILEEN GAUL

◆ MULTIMEDIA JOURNALIST ◆

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@KaileenGaul

CURRENT EMPLOYMENT

Video Producer

Thrive Global

February 2018- present

- Pitches, sources, shoots and edits social videos
- Works with the social team to optimize video strategy across Facebook, Instagram, YouTube and LinkedIn
- I was part of the two-person video team who grew views by 177 percent on Facebook during my first month of employment
- Spearheaded a social-trending style video strategy on Instagram, growing views by 98,500 views in one month

JOURNALISM EXPERIENCE

Social Trending Video

Editor/Producer

Refinery92

October 2017-February 2018

- Pitched, produced and edited some of the highest performing social-trending videos at Refinery92 branded pages using the Adobe Suite
- Socially-optimized videos revolved around the intersection of politics, pop culture and feminism

Reporter

DailyMail.com

July 2016 - September 2017

- Wrote breaking news stories, photo features and video stories from the New York office
- Worked on the exclusives desk and covered stories centered around court documents and celebrity tips

Reporter

Liverpool Echo

August 2016-November 2016

- Covered local news in the field for the Liverpool Echo as part of training for DailyMail.com
- Live-tweeted breaking news from the scene

Editorial Assistant

Newsy (Scripps)

June 2015 - June 2016

- Wrote and produced videos using Final Cut for Newsy which specializes in social news videos
- Created video content for its partners which includes AOL, Time Inc. and Scripps stations

EDUCATION

University of Missouri

Missouri School of Journalism

- Bachelor of Journalism, Entrepreneurial Journalism
- Minor in Art History

SKILLS

- Final Cut Pro
- Adobe Audition
- HTML / CSS
- 360 video editing
- Adobe Premiere
- Photography
- Social media management
- Experience with iOS design
- Adobe Photoshop
- Videography
- Adobe After Effects
- Experience writing business, marketing and financial plans
- Writing
- Field reporting

WEBSITE: [HTTP://KAILEENGAUL.COM](http://kaileengaul.com)