

# Elizabeth Moseley

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2728 Porter Street NW | Washington, DC 20008

## EXPERIENCE

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**MoCo360 - Publishers of Bethesda Magazine** | *North Bethesda, MD* Sept. 2022 - Feb. 2024

Audience Producer

- Developed and implemented social media strategy across all platforms, managing and creating content for Instagram, Facebook, LinkedIn and Twitter/X
- Produced and edited news, lifestyle and event videos, tripling annual output
- Executed targeted audience engagement initiatives and the launch of a rebrand encompassing strategic messaging, paid social advertising, product development and platform migration
- Designed and orchestrated fundraising campaigns that exceeded donation goals while fostering connections with community partners
- Provided editorial recommendations based on analytics, social media and search trends
- Wrote compelling and optimized website content including headlines, captions, marketing copy and email appeals
- Received 2022 Local Media Digital Innovation Award Best Digital News Project runner-up

**NCTA - The Internet and Television Association** | *Washington, DC* March 2022 - Sept. 2022

Production Coordinator, Creative Services

- Led the creative project production of multimedia content, events, live streams and immersive experiences that aim to advocate for member companies
- Designed and produced digital assets for internal and external clients and productions

**Meredith Corporation** | *Birmingham, AL* May 2019 - Aug. 2021

Production Coordinator

- Wrote, edited and optimized headlines, titles, scripts, descriptions and SEO metadata for multiplatform video
- Analyzed and presented trends, audience insights, performance and engagement data
- Managed, organized and trained new team members on production trackers and workflows through each phase of production from pitching to promotion
- Published video onsite and to YouTube while maintaining community engagement on the channel and increasing Allrecipes' subscribers from 1 million to 1.5 million
- Worked on set as a production assistant, on-camera host, props stylist and extra

## EDUCATION

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**The University of Alabama** | *Tuscaloosa, AL* 2017- May 2019

Bachelor of Arts in Journalism - Chief Copy Editor of *The Crimson White*

Minor in Theatre

**The University of North Carolina at Chapel Hill** | *Chapel Hill, NC* 2015 - 2017

Major in Media and Journalism - Strategic Communication

Major in Dramatic Arts

Minor in Religious Studies

## SKILLS

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- Adobe Premiere Pro, Photoshop, InDesign, Illustrator, Dreamweaver and Wordpress
- Google Analytics/GA4, Parse.ly, PowerBI and Microsoft Office Suite
- Basic HTML and CSS
- Branding strategy and digital transformation
- Email marketing
- Data visualization and graphic design
- Public speaking and on-camera hosting
- Strong news judgment