

Kira Fox

Broadcast Media Professional

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EXPERIENCE

John Deere, Moline, IL — Social Media and PR Coordinator

FEBRUARY 2021 - JUNE 2021

- Monitored social media engagements via Khoros Customer engagement software.
- Assisted Leadership with their professional social media profile content curation.
- Shared daily media metrics with relevant opportunities for engagement.
- Developed monthly media reports to assess website analytics and brand acknowledgement.

WHBF Local 4 News, Rock Island, IL — News Producer

OCTOBER 2019 - OCTOBER 2020

- Produced newscasts for broadcast across all platforms.
- Balanced news and feature content to create compelling newscasts.
- Approved scripts and edits video.
- Wrote stories/push notifications for the website and other eMedia platforms.

Top Ten Network, Detroit, MI — Executive Producer

NOVEMBER 2018 - AUGUST 2020

- Contacted talent to be featured on the show.
- Sent and received contracts/disclosure statements from local Detroit artists.
- Produced content for @Top10Network's social media outlets.
- Provided time cues for show hosts and talent.

NEED a FIXER (UK Based), Ann Arbor, MI — Location Scout/Photographer

MAY 2018 - JULY 2018

- Scouted locations for filming.
- Traveled to film sites outside the Detroit Metro area.
- Photographed filming sites to ensure desirability among DP's.
- Communicated with film site staff and production team.

iHeart Media, Detroit, MI — Promotions Coordinator

JUNE 2018 - SEPTEMBER 2018

- Assisted radio station talent with live broadcasts and giveaways at live events.
- Managed six verified iHeartMedia Detroit social media accounts while understanding the brand voice of each station.
- Produced digital content including photos, videos, and audio for station use.
- Assisted in daily administrative duties for the promotions department.

SKILLS

Video and audio editing:

Adobe Avid Media Central, Adobe Premiere, Adobe Audition, Final Cut Pro X, iMovie, Videoleap, Filmora.

Social Media Proficiency:

Facebook, Twitter, Instagram, LinkedIn, YouTube, Khoros global customer engagement software, and several Google Apps.

EDUCATION

Western Illinois University, Macomb, IL — BA, Broadcasting

AUGUST 2012 - DECEMBER 2016

PROJECTS

Campaign Social Media Manager — Mayor Candidate Thurgood Brooks, 2021

@thurgoodbrooksandfriends on Instagram to see social media content created by me.

Quicken Loans "About Us" Commercial — Talent for onboarding campaign, 2018

I worked with QL Media House on this project.

John Deere "Purpose" Video — Talent for John Deere's "Purpose" campaign, 2020.