

# ALISON S. KURTZMAN

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## WORK EXPERIENCE

**COMMUNICATIONS MANAGER, KAPLAN INC.**                      **New York, NY**                      **08/19-Present**

- Conceptualize, plan, write, and produce quarterly update live events/meetings for top management
- Work with C-Suite level employees on media training and other events
- Ghostwrite and edit articles/op-eds for major publications
- Update social media channels with relevant links and news for the company
- Produce and lead teams at major events including conferences and company award shows

**SR. COORDINATING/FIELD PRODUCER, i24NEWS**                      **New York, NY**                      **05/18-08/19**

- Edit and oversee scripts, guide anchors on news of the day
- Field produce packages and major events, including SOTU and UNGA
- Manage all newsroom administrative issues
- Compile weekly budget reports of company's travel, transport, and freelance costs
- Coordinate all correspondence between Tel Aviv, New York, DC, and Paris
- Notify news room of important/breaking news stories
- Review packages for quality assurance/control

**SR. PRODUCER/FIELD PRODUCER, i24NEWS**                      **New York, NY**                      **01/17-05/18**

- Field produce packages, edit scripts, correspond with reporters, guide anchors, line evening show
- Primary producer of new monthly long-form, in-depth reporting show
- Look at upcoming news stories and advise of major events and good guests to book
- Helped to launch network in February 2017

**SEGMENT/BOOKING PRODUCER, FOX BUSINESS NETWORK**                      **New York, NY**                      **09/13-01/17**

- Booking Producer, Willis Report – 09/13-06/15, Segment Producer, Varney & Co – 06/15-01/17
- Identify relevant stories for shows
- Responsible for writing/producing segments, field producing as requested/needed
- Post to show's social media pages (Twitter and Facebook)
- Find and secure appropriate guests
- Watch show from control room to ensure guests are ready, write breaking news/banners, copy edit and check graphics for accuracy

**PRODUCER, WXXA FOX 23/WTEN 10 ABC**                      **Albany, NY**                      **05/12-08/13**

- Identify stories, stack show, write copy, post stories, booth show, and run aspects of station's social media

## **FREELANCING EXPERIENCE**

**CONTENT PRODUCER, JCS INTERNATIONAL**                      **New York, NY**                      **09/18-Present**

- Help to produce content for JCS International's website
- Created their Facebook page and helped it to grow
- Create and format articles and media galleries for the website using Wordpress software

**FREELANCE PRODUCER, SORRENTINO MEDIA**                      **New York, NY**                      **05/17-Present**

- Responsible for research into potential experts and guests for short narrative online videos
- Write scripts for experts to ensure answers are concise
- Make storyboards to help guide editors to put together best online piece

**FREELANCE WRITER, PACE PUBLIC RELATIONS**                      **New York, NY**                      **10/13-Present**

- Brainstorm and pitch ideas for story ideas for all PPR clients
- Write press releases for various clients for various mediums (TV, radio, newspaper, magazine, etc.)

**MEDIA CONSULTANT, BROADWAY ARTISTS ALLIANCE**                      **New York, NY**                      **05/12-10/15**

- Write, produce, shoot, and edit tutorial and promotional videos for BAA's website
- Help instruct, work with, and mentor students aiming for careers in musical theater

## **VOLUNTEER/EXTRACURRICULARS**

**MARKETING & COMMUNICATIONS DIRECTOR, ROYAL STAR THEATRE**                      **Queens, NY**

- Create and distribute show announcements, audition notices, cast lists, and events
- Help to promote biannual shows
- Come up with creative ways to market shows
- Develop fundraising ideas
- Produce/direct shows

## **SKILLS**

•ENPS/iNews •Field Producing •Final Cut/Premiere •Facebook •Twitter •Pinterest •LinkedIn  
•Instagram • CMS Software •Microsoft Office •Mac/Windows Proficient •Basic Photoshop •  
Basic HTML • Budgeting • Talent Booking •Basic Camera Skills •Audacity •Proficient Spanish

## **EDUCATION, AFFILIATIONS, & AWARDS**

Syracuse University - S.I. Newhouse School of Public Communications, College of Arts and Sciences  
B.S. Dual Major - Broadcast Journalism & Psychology, May 2012.

Graduated summa cum laude (GPA: 3.87)

Renée Crown Honors Program – Capstone: Connecting the Peaces – Making the World A Better Place  
(Documentary)

• Dean's List (every semester) • Founder's Scholar • Kappa Tau Alpha • Phi Kappa Phi • Study Abroad:  
London • 2012 Newhouse Radio-Television News Power Producer Award