

Arielle Samuelson

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Education

University of Southern California Annenberg School of Journalism

Masters of Science candidate, May 2015

Washington University in St. Louis

Bachelor of Arts Anthropology, GPA: 3.50, May 2011, College Honors

Honors

National Merit Scholar; Eliot Scholar

Dean's List: Fall 2005, Fall 2006, Fall 2010, Spring 2011

Columbia University School of Journalism First Place for Feature Writing

Experience

Annenberg Newsroom, *Reporter, Producer, Editor*, Los Angeles, CA

August 2014-Present

USC Multimedia Newsroom

- Pitched, researched, filmed, and edited day-of-air packages for Annenberg TV News (ATVN).
- Produced, wrote, filmed, and edited 15 min documentary short on DC school literacy rates for Impact, Documentary TV
- Arts and Culture Editor and Web Producer for Neon Tommy, USC's digital news source.
- Pitched, assigned, and edited stories for Converged Media Center, combining text, radio, video, and web interactives.
- Published and promoted articles for Neon Tommy across social media platforms, including Twitter, Facebook, and Pinterest.
- Experimented with new platforms for news using Steller, Vine, and Medium on Neon Tommy's Social Media Analytics Team
- Wrote, photographed and designed content for web for ARN, ATVN, and Neon Tommy.

Dynasty Financial Partners, *Writing Associate*, New York City, NY

May 2014-July 2014

Independent Wealth Management

- Edited company videos for website in Final Cut X.
- Created weekly international news update, and wrote LinkedIn blog posts for CEO and byline articles for clients.
- Wrote research papers, marketing materials for clients, and edited company message.
- Edited and restructured company website
- Worked with PR/Marketing in overhauling company message and developing new campaign.

Documentary Film "*Positively Beautiful*", *Production Assistant*, Washington, D.C.

Feb 2012-May 2014

A Wicked Delicate Production on HIV/AIDS in the Eastern Cape of South Africa

- Interviewed and hired professional editors and film composer.
- Selected and submitted to national and international film festivals.
- Co-developed and edited film for content.
- Co-developed and co-wrote script and storyboard.
- Created and maintained social media outlets for film; ran successful Kickstarter campaign for \$17,000.
- Production assistant on location for our D.C. shoot.
- Organized and managed schedules, interns, and transcription/logging.
- Assisted in development of production schedule and locations in South Africa.

Computer Skills

Advanced experience with Adobe Premiere, Audition, Final Cut Pro 7, HTML, CSS, and jQuery. Adobe Photoshop certified. Very experienced with DSLR & Sony NX-5 video, photography, infographic and web design. Experience in social media marketing and Microsoft Office, Microsoft Excel, PowerPoint, and social media websites Twitter, Tumblr, Instagram, YouTube, Storify, Vimeo, Facebook, Pinterest, and LinkedIn.