

Kristen Nielsen

(814) 490-6102

Erie, PA

kristennielsen87@gmail.com or knielsen@wjettv.com

Qualifying Skills

Public relations, promotion, event coordination, branding, non-profit fundraising, civic engagement, video production as well as experience in broadcast journalism. Also creativity, leadership skills, adaptability and skills with various video, audio and image editing softwares.

Education

Bachelor of Arts in Communications, Specializing in Broadcast Journalism & Public Relations
From Penn State Behrend, Erie, PA May 2016

Minor: Women's Studies

- Won several awards including:
 - Promotion and Production Achievement Award from BVZ Online Radio
 - (Campus-wide) Most Outstanding Adult Learner Award
 - Outstanding Leadership Award in Communications
- Held office as president for an on-campus student club
- Organized annual on-campus music and arts event

High School Diploma

From Central High School, Erie, PA

June 2005

Relevant Experience

- 1. Multimedia Journalist: JET24/FOX66 News** *November 2016 - Current*
Responsible to find, shoot, edit, write and front TV news stories. **(Promoted to full-time June 2017)**
- 2. Studio Camera Operator: JET24/FOX66 News** *May 2016 - November 2016*
Responsible for operating television cameras to record scenes for live and recorded broadcasts as well as tending to the set, testing equipment and working as part of a team to have successful newscasts.
- 3. Camera Operator: TEDx** *April & November 2016*
Operated camera for the first annual TEDx event at Penn State Behrend in April as well as the 2nd annual TEDxErie event in November of 2016.
- 4. Videography Assistant: Lou Reda Productions** *March 2016*
Volunteered to assist the videographer of a New Jersey-based production company filming a 2-hour documentary on Oliver Hazard Perry.
- 5. Videography Intern: WJET TV News** *Aug. 2015 - Dec. 2015*
Gaining experience in the TV News field in regard to in-field camera work, editing and reporting.
- 6. Independent Videographer** *March 2016 - Present*
Self-employed by producing promotional videos for local clients, typically nonprofits.
- 7. Public Relations Assistant: Cumulus Media** *April 2016 - Present*
Driving company vans to remote broadcasts and managing events and promotions for four radio stations.
- 8. Public Relations & Promotions: Penn State Behrend Comm. Department** *Jan. 2016 - June 2016*
Developing promotional videos and advising social media practices to cater to the needs of local nonprofits.
- 9. Event Coordinator: Ladyfest Erie** *Jan. 2014 - Present*
Planning, promotion, organization and management of a large scale arts and music event which raises money for local non-profit organizations. This event occurs three times a year and adapts to each venue's needs with each installment.
- 10. Marketing and Promotions Assistant: Penn State Behrend Department of Humanities and Social Sciences** *Jan. 2014 - May 2014*
Event planning assistance as well as producing promotional materials such as digital signage in addition to promotional videos utilizing a TV news-story format.

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Here is a link to some of my on-air work, (all shot, edited, and written independently), as well as some examples of other work I have done in the past:

[Video Work Examples](#)

[On-air, one woman tv news crew](#)

Goals

To become an accomplished journalist who utilizes her skills to give back to her community and address issues it faces whenever possible.

Other Experience

1. From April 1st, 2008 through my college career I worked through two agencies, simultaneously, doing home healthcare. After college I continued with one of them part-time.
2. Rebel Girl Radio Host: BVZ Radio *Sept. 2011 - May 2014*
Hosted an hour-long weekly show and produced radio commercials. Designed promotional items for the show such as flyers and stickers as well as running social media.

References

Raychel Adiutori, Marketing, Erie Insurance

(Former co-worker at Jet24/Fox66)

Phone: (814) 450-3793

Tom Deau, Lecturer in Communication, Penn State Behrend

Phone: (814) 898-6846 or Email: tdd107@psu.edu

April 2018, Tom Deau said this in a letter of reference:

“Kristen Nielsen is a hard-working, dedicated, detail oriented, driven worker with a unique eye when it comes to creativity. I first experienced all of these characteristics while she was in the classroom. With every project she completed, her stories would stand apart from the others in the class. Her professionalism and attention to detail were extraordinary. She hasn't lost a step in her conduct in the workplace. She is a hands-on, team player and would be an asset to any business for which she worked.”

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(Email sent to newsroom February 2018)

KUDOS KRISTEN!



Lou Baxter

Today, 12:23 PM

News - WJET

👍 Reply all | ▾

KUDOS TO KRISTEN NIELSEN!

One of the best daily stories I've seen in a while....was last night's YOUNGSVILLE BAND story.

It checks all the boxes....pushes all the buttons. It had great nat sound – great video – creative photography- emotional soundbites that express feeling rather than facts. And I'm sure it moved viewers to respond.

AND IT WAS ALL DONE BY HERSELF!

She set the bar pretty high with this one....an example of what to strive for daily in our work. Thx Kristen!

Lou Baxter
News Director
JET 24/FOX 66
Erie, PA
814-860-5604 - Office
814-572-4010 – Cell



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(Annual Employee Review March, 2018)

2017 Annual Review			
NEXSTAR BROADCASTING, INC.			
Acknowledge		Exit	
Employee Details			
Employee Name	Nielsen, Kristen N	Employment Type	Full Time
Review Period	1/1/2017-12/31/2017	Location	Nexstar - WJET
Reviewer	Shoop, Michael	Division	Erie_NX_ABC
Hire Date	5/17/2016	Department	News
Job Title	Videographer, News	Project/Cost Center	Erie PA
Status		Shift	Rochester
Overall Performance			3 - Meets Standards
Reviewer Comments			
Competencies:			3.80
Initiative:			4 - Exceeds Standards
Finds ways to improve quality of work and cost effectiveness. Asks questions to increase productivity and professional performance. Willing to assume additional duties and prioritize work. Has a positive work attitude.			
Reviewer Comments			
Demonstrates a high level of initiative as an MMJ. I would consider her a go-getter. Shows extreme passion. Meets most of our expectations for initiative. Is professional and productive. Always willing to do what's asked. Has a positive workplace attitude. Enterprises story ideas. Showed excellent initiative by altering and maintaining her professional appearance to fit her new role as an MMJ.			
Performance:			3 - Meets Standards
Accepts responsibility and accountability for total performance. Completes assigned projects in a timely and professional manner, handles multiple tasks, and meets established goals. Acts with honesty and supports the team. Quality job productivity and accuracy.			
Reviewer Comments			
Performance is improving all the time. Photography skills are excellent. Has adapted well to the new cameras and editing gear. Is fast and efficient. She is an honest, open, and supportive teammate. She's always striving to improve. While we took her off "live" TV, she is showing a greater comfort level in her taped PKGs, thus it's been a win-win for her and our newscasts. Perhaps we'll revisit "live" TV down the road.			
Communication:			4 - Exceeds Standards
Demonstrates ability to clearly express thoughts effectively in writing and verbally. Maintains positive communications within the company and with customers. Communicates openly, honestly and respectfully. Listens and provides timely feedback.			
Reviewer Comments			
Open, honest, respectful and always willing to listen. She takes feedback well and improves. Good writing.			

(Continued on next page...)

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Knowledge:

3 - Meets Standards

Understands the scope, duties, and responsibilities of the position. Proficient in accomplishing tasks and willing to learn. Shares knowledge with others to improve performance.

Reviewer Comments

Her knowledge of the business is improving along with her skill set. She knows the area and is learning the news makers. She is willing to share her knowledge and experience with those new to the newsroom.

Dependability:

5 - Exemplary Performance

No excessive absences or tardiness. Others can count on timely completion of assignment. Willingness to help team achieve goals.

Reviewer Comments

She is very dependable. No issues here. Good work ethic. Produces good work.

Strengths and Areas to Improve:

Strengths:

List Strengths:

Identify strengths employee demonstrated in the review period.

Reviewer Comments

Passionate, hard working, teachable, dependable.

Areas to Improve:

List Areas to Improve:

Identify areas where employee needed improvement in the review period.

Reviewer Comments

Continue to work on her on-camera and reporting skills. Enterprise good story ideas.