

# ALEXIS HOLLIDAY

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Los Angeles California  
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## SUMMARY

Emmy-winning media professional with demonstrated success in fact-based storytelling while championing diversity and cultural awareness. Skilled in thorough interviewing, in-depth research, project management, various writing formats, crisis response, and editing all under deadline.

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## EXPERIENCE

### TODAY SHOW, NBC NEWS

Los Angeles, CA

#### Associate Producer

09/2021 to Current

- Produce breaking news and current event packages broadcast to 3+ Million viewers daily.
- Create and maintain production schedules under tight deadlines.
- Field produce stories from pitch through air.
- Book appearances and coordinate travel for talent and guests.
- Conduct deep topic research using LexisNexis systems.
- Secure NBC News network exclusives broadcast to 10+ Million viewers nationally on Today Show, Nightly News, and MSNBC.
- Source, prescreen, and interview experts, guests, and law enforcement for story quotes and information; 200+ to date
- Source relevant news, sports, and archival footage for use through legal and standards departments.
- Proofread and edit scripts for grammar, style and accuracy.
- Produce and edit promotional clips as needed for Today Show's Instagram (3.8 Million Followers) and Twitter (4.2 Million Followers).

### TODAY SHOW, NBC NEWS

Los Angeles, CA

#### Researcher

02/2017 to 09/2021

- Assisted with story elements including sourcing relevant video/photos, transcriptions, and editorial research.
- Developed and maintained relationships with sources and experts.
- Provided day-of support for breaking news including contacting law enforcement officials, obtaining 911 calls, interviewing victims and witnesses.
- Draft ledes/tags for correspondents as needed.
- Coordinated material and story elements with other NBC News Bureaus both domestic and international.
- Filled in for booking team for network breaking news coverage.
- Produced promotional and event highlights for 2018 Pyeongchang Olympics and 2020(2021) Tokyo Olympics.

### TODAY SHOW, NBC NEWS

New York, NY

#### Late Researcher

01/2016 to 02/2017

- Researched and edited elements for all live segments and taped segments for first two hours of TODAY Show using AVID Systems.
- Produced tease material for 200+ NBC affiliate stations.
- Assisted in preparation of SiriusXM Today Show material.
- Provided day-of support for major breaking news.
- Handled the ordering of appropriate credits and graphics as needed.
- Edited previously aired stories for redistribution on Weekend TODAY.

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## EDUCATION AND TRAINING

**BACHELOR OF ARTS: BROADCAST JOURNALISM**

05/2015

Howard University, Washington DC