Alec Greaney

*News video producer with a passion for explaining the world
and telling impactful stories to engage people where they are*

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Experience

Video Producer
NBC News, Original Social Video
June 2022 - Present

- Produce videos for NBC News accounts @nbcnews & @staytunednbc on TikTok, YouTube, Instagram and Snapchat
- Script and edit 500+ videos, with 575+ million views on TikTok alone
- Develop NBC News' current model for shortform explainer videos
- Collaborate with reporters to distill complex stories into shortform
- Pilot and produce "NBC Debunks," a series fact-checking viral misinformation that was a finalist for 2024 OJA and Webby Awards
- Pursue original reporting, including shooting interviews on location
- Cover and shoot footage at major events, including 2023 GOP debate
- Train other producers and edit and review their scripts and videos
- Custom-track social analytics and use insights in video strategy

Digital News Editor
NBC Owned TV Stations, National Desk
June 2021 - May 2022

- Edit, write and manage national and international news for the websites of the 12 stations owned by NBC in the U.S.
- Coordinate with local editors to cover breaking news on deadline
- Serve as the solo editor for the national team during overnight hours
- Analyze data and create graphics to write original, data-driven stories

Digital Producer
NBC10 Boston & necn, Freelance
June 2019 - May 2021

- Write, edit, package and publish news for NBC10 & necn digital
- Clip video, collect photos and build galleries for websites and social

Assistant Director of Communications
Catholic Memorial School
June 2020 - May 2021 (Digital Media Strategist, Aug. 2018 - June 2020)

- Develop and implement strategy for digital and print communications
- Produce, shoot, animate and edit 200+ videos for web and virtual tour
- Write, edit and optimize content for the website, social and newsletters

Skills

Video Editing / Design
- Adobe After Effects
- Adobe Audition
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Adobe Premiere
- Canva
- Figma

Data Viz / Analysis
- Datawrapper
- Excel
- Flourish
- Python, R

Web Tools
- AP Style
- HTML, CSS, JavaScript
- SEO

Education

Boston College
BA, Communication Major
Computer Science
Concentration

Phillips Exeter Academy

Recognition

Online Journalism Awards
2-time finalist,
2024 and 2023

Webbys
3-time nominee,
2024 and 2023