

# Alec Greaney

## Contact

### Email

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### Website / Portfolio

[alecgreaney.com](http://alecgreaney.com)

### LinkedIn

[linkedin.com/in/alecgreaney](https://www.linkedin.com/in/alecgreaney)

## Education

### Boston College

Class of 2018  
Communication Major  
Computer Science Concent.

### Phillips Exeter Academy

Class of 2014

## Skills

### Web Tools / Analysis

- AP Style
- Chartbeat
- Constant Contact, MailChimp
- CrowdTangle
- Domo
- Google Analytics
- HTML, CSS, JavaScript
- SEO
- Social: Facebook, Instagram, TikTok, Twitter, YouTube
- SocialFlow
- Taboola
- WildMoka
- WordPress

### Media Creation

- Adobe After Effects
- Adobe Audition
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Adobe Premiere

### Data Analysis / Viz

- Datawrapper
- Excel
- Flourish
- Python
- R

## Experience

### Associate Producer

June 2022 - Present

#### NBC NEWS, ORIGINAL SOCIAL VIDEO

- Create original short-form video content for NBC News' social media accounts, @nbcnews and @staytuned, on TikTok, Instagram, YouTube, and Snapchat
- Produce, script, and edit 200+ videos combining for over 100 million views on TikTok alone
- Pursue and pitch trending stories that resonate with Gen Z and other online users
- Execute quick turn videos for breaking news and conduct research for news explainers
- Collaborate with reporters and editors to bring print stories to life on an evolving medium
- Innovate new formats and editing styles to better illustrate stories and keep viewers engaged
- Lead production of "NBC Debunks" series, creatively showing fact checks of online misinfo
- Book, conduct, and record interviews with topic experts and other characters
- Track social analytics and use performance insights to adapt video styles and structures
- Optimize text covers and captions with best SEO practices and clean AP & NBC style copy

### Digital News Editor

June 2021 - May 2022

#### NBC OWNED TV STATIONS, NATIONAL DESK

- Edit, write, and manage national and international news for the websites of 12 TV stations owned by NBC across the U.S. (i.e. nbcnewyork.com, nbcchicago.com, nbcla.com)
- Collaborate with local editors to cover major breaking stories, including editing and writing articles, researching and fact-checking, and collecting visual and multimedia elements
- Coordinate content with NBC News, NBC Sports, CNBC, TODAY, E!, LX, and Telemundo
- Seek out leads and monitor trends via Facebook/Twitter, Chartbeat, CrowdTangle, etc.
- Serve markets as the sole editor for the national team during overnight hours
- Cover major NBC events, including Beijing Olympics, Tokyo Olympics, and Super Bowl LVI

### Digital Producer

June 2019 - May 2021

#### NBC10 BOSTON & NECN, FREELANCE

- Write, edit, package, and publish news content on NBC10 & necn digital platforms
- Manage NBC10 & necn websites, social media, email newsletters, and app push notifications
- Clip video, collect photos, and build image galleries on relevant Boston & New England news
- Analyze data with Excel and create ChartBuilder graphics to write original, data-driven stories

### Assistant Director of Communications

JUNE 2020 - MAY 2021

#### CATHOLIC MEMORIAL SCHOOL

DIGITAL MEDIA STRATEGIST  
AUG. 2018 - JUNE 2020

- Develop and implement strategy for digital and print communications
- Produce, shoot, and edit 200+ videos, primarily with DSLRs, Adobe Premiere, and After Effects
- Write, edit, curate, and optimize content for the website, social media, and email newsletters
- Launch campaign tracking and analyze digital trends via Google Analytics and Tag Manager
- Custom-build and launch a 360 virtual tour integrated with interactive multimedia elements

### Production Assistant

Aug. 2017 - May 2018

#### NBC SPORTS BOSTON

- Clip games, transcribe interviews, and make graphics to cover Boston and national sports