

ELISE R. EDWARDS

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Professional Accomplishments

FREELANCE PRODUCER/WRITER (2011 – PRESENT)

Los Angeles, CA

Medstar Television

- In charge of working with hospital PR team to generate story ideas, set up monthly shoots, conduct interviews with both doctors and patients, write 2:00 scripts for broadcast on web and television

Los Angeles Confidential

- Responsible for pitching story ideas, setting up and conducting interviews and writing articles for magazine on deadline

LA2DAY.com

- Responsible for site's video content which entails generating story ideas, setting up and conducting interviews weekly and shooting and editing videos for broadcast on website

E! NETWORKS (2007 – 2010)

Los Angeles, CA

The Daily 10

Supervising Producer

- Responsible for overseeing 12 story producers and creating, managing, and scheduling all feature oriented programming
- Generated story ideas by creating contacts in the entertainment world, marketing and PR
- Challenged with creating an environment of collaboration to enhance team coordination and efficiency

News and Field Producer

- Responsible for researching, writing and producing various news stories for day of air as well as developing story ideas, generating shoots, field producing, viewing/logging extensive footage, writing scripts through paper edits and assembling them in edit sessions. After a year promoted to Supervising Producer

MEDCO HEALTH (2005 – 2006)

Franklin Lakes, NJ

Senior Manager, Creative Services / Host, *Rx Connects*

- Responsible for using extensive media background to establish and manage an effective multi-million dollar corporate television studio that generated 3-4 broadcasts/week
- Created, wrote, produced and anchored first of its kind, internal news program as well as training videos and external programming for clients
- Provided on-air, media and presentation training to corporate employees, managers and CEO's

BANYAN PRODUCTIONS (2004 – 2005)

Philadelphia, PA

Producer

Design Invasion/Ambush Makeover

- Produced multiple episodes for new and established reality-based "makeover" programs ranging from ½ hr to 1 hour
- Developed story lines, logged extensive tape, chose the best footage for which to generate scripts, wrote script copy, assisted in edits and made appropriate revisions according to network notes
- Worked under extreme pressure and deadlines; often on a 24/7 schedule

FOX NEWS CHANNEL (2003 – 2004)

New York, NY

Writer

- Researched and analyzed multiple newspapers and daily news briefs to determine stories of nat'l and int'l importance
- Wrote and produced newscasts under extreme pressure as they aired live every 30 minutes
- Often wrote breaking news scripts as anchor was reading live on the air
- Coordinated development of news stories and live guests and live field reports for global team of Fox reporters

CNN (1996 – 2003)

Atlanta, GA

Anchor/Writer/Producer

CNN Airport Network / CNN Quickcast / CNN Headline News / CNN InFlight / CNN College Television Network

- Anchored and wrote daily newscasts, news breaks and headlines aired on networks in over 800 colleges and universities
- Anchored, wrote and produced weekly fashion and music segment as well as entertainment show for major airlines
- Entertainment anchor during launch of "new" Headline News targeted toward fresher, more youthful audience
- Hosted and produced specials on major news events including the 9/11 tragedy and attended press junkets nationwide

Education

BOSTON UNIVERSITY, *Bachelor of Science, Broadcast Journalism, May 1996*

Awards/Distinctions

- Bronze World Fest, Silver CINDY, TELLY Award (two time winner) for on air work at College Television Network
- Corporate Spokesperson for Jack Morton Company: Hewlett Packard & Intel