

MOLLY CURLEY

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[LinkedIn](#) | [Portfolio](#)

A passionate digital creator with seven years of experience in journalism and social media, including four years as a newsroom manager.

EXPERIENCE

Digital Executive Producer - WSAV/NBC/Nexstar - Savannah, Ga. - 2019-Present

- Responsible for leading daily online news coverage across multiple platforms
- Manage all social media platforms (Facebook, X, Instagram, YouTube, TikTok)
- Evaluate website traffic trends and decide content needs that will generate growth
- Define strategic direction for coverage to meet goals
- Oversee a team of six, managing schedules, performance reviews and goals

Digital News Producer - WSAV/NBC/Nexstar - Savannah, Ga. - 2017-2019

- Curate a steady stream of content to increase engagement and repeat site visitation
- Monitor all forms of media (print, TV, digital, blogs and socials)
- Report breaking news stories under a strict deadline
- Hunt for exclusive and trending content to grow engagement and drive loyal traffic

EDUCATION

Mercer University - Macon, Ga. - B.A. Media Studies - 2016
Minors: Photography and Film Studies

SKILLS

Adobe Creative Suite, AP Style, Blogging, Content creation, Communications, Copywriting, Email marketing (Constant Contact, Mailchimp), Microsoft 365, SEO (Search Engine Optimization), Social media management (Hootsuite, Meta Business Suite, SocialFlow), Photo editing, Video editing, WordPress

ACHIEVEMENTS

- Promoted to the first-ever Digital Executive Producer position at WSAV
- Reached 100%+ on KPI goals for pageviews and video views in 2023
- Won the Regional Edward R. Murrow Award for overall Digital in 2021
- Received the 2023 GABBY Award for Best Online Breaking News Coverage