

# BERNIE KELLMAN

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## OBJECTIVE

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Motivated communications professional with extensive experience in legacy media, digital news production, government communications, fostering and maintaining media relationships, and content creation. Highly skilled in writing, team management and working in high pressure situations. Hoping to use the skills I have gathered and my expertise to succeed in a Public Communications role.

## SKILLS

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### Project Management and Content Creation

- Managed team of 15 to 20 people.
- Delivered projects on time under strict daily deadline.
- Assigned stories to reporters, provided leads, and pitched new angles on reporters' stories to improve content.
- Ensured collaboration and efficiency within a news team, running meetings with reporters, anchors, photographers, and upper management.
- Maintained constant communication with team members, alerting them to new information impacting stories.
- Adjusted work plans when needed due to breaking news by issuing new assignments to reporters and other team members.
- Managed social media platforms, maintaining and enhancing engagement from targeted audiences.
- Kept detailed records of upcoming events, hearings, community meetings, and more to ensure that key developments in ongoing projects were not missed and content created based on those developments was as engaging as possible.
- Identified sources and experts that could contribute to key projects and secured interviews with them to expand coverage.

### Public Communication

- Wrote and distributed releases for constituents including emails and social media posts explaining legislative priorities and initiatives from the Connecticut House Democratic Caucus.
- Organized press conferences for legislators, alerting media to the events and planning the logistics of the press conferences.
- Presented complex and developing breaking news stories to the public in an accessible and timely manner.
- Selected the content of news broadcasts and wrote web articles and scripts for reporters and anchors.
- Targeted specific demographics with content that matched TV station's brand identity to increase viewership and engagement on-air and online.
- Maintained positive relationships with sister stations to gather stories, video content, and live reports across multiple markets, enhancing quality of on-air broadcasts.
- Engaged with the public via phone calls and social media to evaluate top issues for viewers and voters.

### Internal Communication

- Created internal documents briefing lawmakers on news coverage of their actions, the priorities of other lawmakers, and legislative actions being taken by their political opponents.
- Built strong connections to media professionals across multiple government agencies and private companies to obtain leads on stories and expedite confirmation of details of developing stories.
- Edited work product of legislative personnel serving democratic legislators.
- Developed and presented plans to improve broadcast viewership based on community outreach.

## Research

- Analyzed data from bills, public records, previous reporting, and public information requests to create content.
- Quickly summarized detailed documents such as legislative agendas, proposed bills, budget proposals, and court documents.
- Presented information in reports to upper management, reporters, lawmakers and other stakeholders.
- Developed understanding of what makes press releases and press packages successful, due to extensive experience reading, writing, and utilizing them as a media professional.

## WORK EXPERIENCE

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Connecticut House Democratic Caucus | Hartford, CT  
**Press Assistant** | January 2025 – Current

WBFF, FOX Baltimore | Baltimore, MD  
**News Producer** | August 2022 – August 2024

WSTM/WTVH CNY Central | Syracuse, NY  
**News Producer** | June 2020 – June 2022

WSTM/WTVH CNY Central | Syracuse, NY  
**Production Intern** | January 2020 – May 2020

NBC Sports Philadelphia | Philadelphia, PA  
**Production Intern** | Summer 2019

## EDUCATION

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**Dual Degree in Broadcast and Digital Journalism and Information Technology**, Syracuse University, 2020