

MOLLY ORMSBEE

SUMMARY

Results-oriented Executive Producer with a strong background in managing editorial strategy and directing breaking news. Adept at researching emerging issues and implementing innovative strategies to enhance viewer engagement across multiple platforms.

EXPERIENCE

Executive Producer, 05/2023 - Current **Hearst Television - Burlington, Vermont**

- Led editorial strategy and coordination for daily live news production, ensuring accurate and compelling content for diverse audiences
- Directed breaking news, managing fast-paced communications and workflows in real time
- Developed enterprise story initiatives through research on emerging issues and audience interests, enhancing content relevance
- Managed digital content across website and social media, creating impactful social graphics and social-first vertical video
- Reviewed scripts and video, delivering feedback that strengthened narrative quality and viewer engagement
- Implemented new systems and directives across multiple departments

Producer, 03/2021 - 05/2023 **Hearst Television - Burlington, Vermont**

- Oversaw editorial planning, messaging strategy, script writing, and audience engagement
 - Managed the workflow of projects from concept through post-production
 - Implemented innovative strategies to enhance viewer engagement across multiple channels
 - Produced engaging multimedia content for television broadcasts and online platforms
 - Generated original ideas and further developed ideas through research
 - Managed newsroom communications and coordinated assignments with reporters, anchors, photographers, and technical staff
 - Edited scripts and video to leverage best elements for clear, engaging storytelling
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EDUCATION AND TRAINING



CONTACT

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SKILLS

- Editorial strategy
- Digital content management
- Script editing
- Editorial planning
- Content production
- Creative oversight
- Production management
- Story research
- Fact-checking expertise
- Video editing
- Social media management
- Breaking news direction

Bachelor of Arts, Media Production, 05/2020

SUNY, Purchase - Purchase, NY

AWARDS & HONORS

- New England Regional Emmy Award - Best morning newscast