

# KYLE OLIVER

Broadcast Journalist | Multimedia Producer | Public Relations Professional

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## SKILLS

**Production:** Adobe Creative

Cloud (Premiere Pro,

Audition, Lightroom)

WordPress, Microsoft

Teams, Canva

**Journalism:** AP (Associated

Press) style, Interviewing,

Broadcasting Reporting &

script Writing, Print Writing,

Editing

**Communications:** Public

Speaking, Social Media

Management, Media Relations,

Media Pitching, Strategic

Communications,

## LANGUAGES

- English (native)
- Spanish (Conversational)

## MULTIMEDIA PRODUCTION EXPERIENCE

### Field Reporter & Anchor

**Carolina Week | Chapel Hill, NC | Aug 2025 ~ May 2026**

- Conducted five on-camera interviews and produced five multimedia stories covering student and community issues throughout the Chapel Hill, Raleigh-Durham area.
- Performed live field reporting, stand-ups, and anchoring.
- Gained on-air experience while supporting production roles.

### Digital & Social Engagement Coordinator

**Media Hub | Chapel Hill, NC | Jan 2026 ~ May 2026**

- Pitched journalists' news stories weekly to regional and national media outlets.
- Conducted interviews with journalists and community members to support story development.
- Managed social media accounts and created promotional content to increase engagement with journalism content.

### News Editor

**Durham Voice | Chapel Hill, NC | Jan 2026 ~ May 2026**

- Edited and fact-checked ten articles for media outlets like the Durham Voice.
- Ensured content follows AP style and Hussman school editorial standards.
- Wrote engaging headlines, captions, and social media copy to drive readership.
- Wrote push-notifications and newsletters for target audiences.

### Advertising & Public Relations Strategy

**UNC Hussman School of Journalism | Chapel Hill, NC | Jan 2026 ~ May 2026**

- Developed two advertising and PR campaign strategies targeting Gen-Z audiences for Levi's, Amtrak and Non-profit organization HonorBridge.
- Collaborated in team environments to create AI- assisted digital marketing concepts.
- Designed integrated PR plans and promotional campaigns across platforms.
- Analyzed audience behavior and applied strategic communication insights.

### Multimedia Reporter

**Carolina Week | Chapel Hill, NC | Aug 2025 ~ Dec 2025**

- Produced three VO/SOT packages using Adobe Premiere Pro and performed stand-ups and mock live shots.
- Filmed B-roll for stories using professional composition techniques.
- Wrote and edited anchor scripts following broadcast journalism standards.
- Conducted on-camera interviews and field reporting in the Raleigh-Durham and Chapel Hill area.
- Produced and edited eight podcast episodes using Adobe Audition.
- Recorded audio interviews with students, professors, and community members.
- Collaborated with other students to develop story ideas and produce audio content.

### Multimedia Producer

**Carolina Week | Chapel Hill, NC | Aug 2024 ~ Dec 2024**

- Conducted interviews in the Raleigh-Durham area to develop a documentary-style story.
- Completed hands-on videography using Adobe Premiere Pro.
- Designed and coded a WordPress portfolio website.

### Media Research & Communications Project Contributor

**UNC Hussman School of Journalism | Chapel Hill, NC | Aug 2025 ~ Dec 2025**

- Collaborated on two strategic solutions addressing violence and safety issues on Meta social media platforms.
- Created three presentations and public-facing statements responding to current media and press freedom issues.
- Researched democratic backsliding, media politics, and threats to expressive freedom.
- Analyzed journalistic coverage of political events and how organizational responses to political pressure and polarization.

Member

**Charlotte Area Association of Black Journalists | Charlotte, NC | Jun 2024 ~ May 2026**

- Network with journalists in the Charlotte area.
- Participate in committee meetings focused on events, fundraising, and media conferences.
- Assist in developing marketing plans to increase awareness of the organization.

**Bakersfield | Charlotte, NC | Jul 2021 ~ Jul 2025**

- Delivered customer service in a fast-paced hospitality environment.
- Managed guest requests while coordinating with team members and restaurant staff.

**EDUCATION**

The University of North  
Carolina at Chapel Hill

BACHELOR OF ARTS, Media and Journalism  
**Maintained: 3.5 GPA | Dean's List | May 2026**