

Lara Kelly

Public/Media Relations & Corporate Communication

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What's your story? Let me tell your story in a clear and meaningful way that connects your company's message with your target audience.

Communications
Public Relations
Media Relations
Social Media
Marketing Communications
Web & Social Content
Writing & Editing

Qualifications Summary

Emmy Award-winning broadcast journalist and writer ideally suited for a career in corporate communications, public relations, and media relations.

- Experienced in feature writing, script writing, advertising copywriting, video presentations, articles, press releases, newsletters, and web site/social media content.
- Able to write, shoot, and edit all web content, television commercials, and radio ads.
- Two-time Emmy winner and AP Award Winner.
- Extensive media contacts in the Detroit Metro area.
- Masters of Liberal Studies in Social Networking Management.

Professional Experience

Video Journalist/Producer | WJBK FOX 2 NEWS | Southfield, Michigan | 2003 to Present

Research, develop, and produce television news stories, with full creative license for video, graphics, and music decisions. Reputation for proficiency in video editing and reliability in meeting deadlines. Create succinct versions of stories for social media, and coordinate the transfer from TV to social media format.

- Winner of two Emmy awards for journalism, shooting, and editing.
- Video editor and Emmy winner for an investigative piece on a judge.

Writer/Producer/Video Journalist | KELLY CREATIVE INC. | Orchard Lake, Michigan | 2001 to Present

Provide a variety of writing, producing, and video services for small to medium sized businesses. Research, write, and produce scripts and video pieces. Write and produce television and radio ads. Create promotional and training videos and franchise/corporate convention productions. Develop scripts for promotional productions.

- Co-developed video content that ran at the Michigan Secretary of State for two years.
- Write feature articles for a hospital newsletter.

Early Career

Video Journalist & Editor | WKBD, WDIV, WXYZ | Detroit, Michigan | 1996-2003

Education

Masters of Liberal Studies in Social Networking Management—Corporate Communications | 2015

Fort Hays State University | Hays, Kansas

- Studies include Crisis Communication, Marketing, Promotions, Social Network Design, and Internal and External Corporate Communication.
- Final Project: Created a social media-friendly video to promote the school's Master's degree in Social Networking program. Wrote script, shot video, performed voiceover, and built graphics.

Bachelor of Arts in Sociology

Wayne State University | Detroit, Michigan

Associates in Applied Science, Audiovisual Documentation and Production

Community College of the Air Force

Certificate in Media Production | United States Air Force

Awards

- Emmy Nominee, "Misguided Faith – Doomsday Believers" – category Investigative Report, 2015
- Emmy Winner, "Busted on the Job – Judge Powers" – category Investigative Report, 2014
- Emmy Nominee, "Through the Eyes of an Editor" – category News Editor, 2013
- Emmy Nominee, The Green Book – category Historical/Cultural, 2013
- Emmy Winner, "Walk This Way" – category Children/Youth/Teens, 2012
- Emmy Nominee, Kelly Edits – category News Editor, 2012
- Emmy Nominee – "Urban Farming in the 'D'" – category Environment, 2011
- Winner, Associated Press Award – Class 1 Television – category Natural Sound, 2010

Military Background

United States Air Force | Combat Videographer and Editor | 1990-1996

- Airman of the Year, State of Michigan