

LORI ALLEN

EXPERIENCE

THE PINNACLE CLEAR NETWORK, Nationwide

January 2010-Sept. 2011

Activations Manager

- Activation representatives make contact with Authorized Dealer Candidates and guide them through the process of becoming CLEAR Internet Services Representatives for selling wireless telecommunications products nationwide.
- Recruit successful CLEAR resellers by motivating and mentoring them to produce monthly sales & performance objectives through social media marketing.
- Developed a dynamic team of resellers to educate consumers about the advantages of using CLEAR as a sole telecommunications provider.

SICKSHOOTER TELEVISION, Mashpee, MA

March 2009- March 2011

Social Media Producer

- Produce editorial content, promote company products, and connect motorcycle fans globally aimed to increase online sales.
- Sickshooter TV premieres on, What's Up Television, a digital broadcast channel aimed to promote specific niche markets through social networking.

SYNERGY MEDIA, Irvine, CA

May 2008- June 2010

Public Relations Account Specialist,

- Consult with national mass media to market, pitch, and promote the company's clients in the public spectrum.

KNX1070 NEWS RADIO, Los Angeles, CA

November 2007- June 2008

News Production Coordinator

- Work in the news production department for CBS Radio by editing digital audio, contribute to producing newscasts, record live interviews from various media sources, set up reporters audio for live feeds, and gather information for the newscast and web.

KESQ NEWSCHANNEL 3, Palm Desert, CA

Fall 2007

Associate Producer

- Freelanced as a newscast producer and assignment editor for a local ABC and Fox news station.

KCBS-2/KCAL-9 NEWS, Los Angeles, CA

January 2006-October 2007

Broadcast News Associate

- Duties include: collating and delivering scripts to on air talent, operating the teleprompter, working on the assignment desk, coordinating reporters live field tapes for editing, and research librarian.
- Gained skills in evaluating news worthiness of local, state, national and international stories. Learned to incorporate compelling video and sound from various newsfeeds to facilitate in stories. Observed writers and producers assemble a live broadcast through each stage of production.

CBS NEWS, New York, NY

Network News Internship

September-December 2005

- Assisted network executives, unit production managers, and producers with administrative, editorial and production tasks for the "CBS Evening News," "48 Hours," "The Early Show," and "60 Minutes."

KNBC NEWS, Burbank, CA

Newsroom Internship

May-September 2005

- Received experience in associate producing a weekend morning newscast. Worked on the assignment desk by monitoring wire services and scanners. Operated electronic equipment for live shoots on the Investigative Unit.

KTLA-TV, Hollywood, CA

Newsroom Internship/ Production Assistant

February-June 2005

- Duties included: logging footage, designed computer generated graphics, scheduling live shoots, dubbing tapes, writing copy, and administrative work.

RYDEK STAFFING, Los Angeles, CA

Recruiting Account Manager

July 2003 – February 2005

- Conducted all mandatory employment procedures for contracted clients and job seekers. Managed a team of recruiters to increase sales for the company by marketing the right personnel to available job positions.

THE ARGONAUT NEWSPAPER, Los Angeles, CA

Special Sections Coordinator

July 2002- June 2003

- Wrote advertorial stories and designed page layout for display advertising section in a community newspaper.

TURNING POINT COMMUNICATIONS, Playa del Rey, CA

Editorial Research Assistant

November 2001- July 2002

- Worked in the editorial department for the business trade publication, *Turning Point Magazine*.

EDUCATION

UCLA Extension, Los Angeles, CA

June 2006

Awarded a certificate in Print and Broadcast Journalism

Loyola Marymount University, Los Angeles, CA

May 2002

Bachelor of Arts in Television Production, Cum Laude