

# Alecia Orsini

*Carries a camera and isn't afraid to use it.*



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- 📍 14 Huron Ave. Mashpee, MA
- 🎓 Bachelor of Fine Arts in Film and Television  
Savannah College of Art and Design 2002-2006

## Hi there!

I'm a NPR news junkie, social media guru who describes herself as a PBS girl in an MTV world. I'm the mother of a curious and active toddler, and I really miss driving a stick shift.

## Expertise

- Social Media Management
- Marketing
- Video & Film Production
- Client Services
- Public Speaking
- Events
- Radio Production
- Interviews

## Programs

- Zoom
- Streamyard
- YouTube
- Vimeo
- Adobe Creative Suite
- Canva
- Microsoft Office Suite
- Social Media Marketing Tools
- Website Management
- SendGrid
- MailChimp
- Apple Based Systems

## WORK EXPERIENCE

### **Development Associate - WCAI the Cape & Islands NPR Station**

**2018 - Present**

Local development team member for WGBH/WCAI tasked with raising \$1.4 million annually. Create on-air, print, digital, and social media campaigns, as well as member outreach and stewardship. Produce, coordinate and host events, in-person and virtual, for the station.

### **Host & Social Media Coordinator - WCAI the Cape & Islands NPR Station**

**2012 - 2018**

Local Host for NPR's Weekend Edition and for All Things Considered as part of the Cape and Islands news team. This included engineering the local breaks, writing & reading the news. I also served as Production Assistant for Living Lab Radio, involved in all aspects of production for an hour log science news magazine show. Created and implemented social media strategy for the station. This included "webifying" our reporting for social media, creating graphics and finding ways to engage followers.

### **President - Women in Film and Video of New England (Volunteer)**

**2016-Present**

WIFVNE works to "Change the Lens" for New England filmmakers by advancing female storytellers in their craft through networking, community, mentorship and education. Led the effort to revitalize the organization through partnerships, events, social media campaigns, and member recruitment, as it was on the brink of closing. Under my leadership the team was able to double our membership and offer more services including more event and networking opportunities.

### **CEO - Good Natured Dog Productions**

**2005-2019**

Good Natured Dog Productions is a full-service video production agency. Co-founded by myself & Scott Lebeda, we not only created original narrative films, but found ways to bring the power of video to small businesses across New England. This included creating video content for social media platforms.

### **Production Coordinator - Falmouth Community Television**

**2009-2013**

FCTV is a member based Community Television station serving the greater Falmouth area. Hired to provide end-to-end broadcast video production services and training for the facility. Coordinated, scheduled, and supervised all productions including live coverage of the New Balance Falmouth Road Race, local elections and countless other events. Created *Youth Producers*, a club teaching students ages 8-14 video production & media literacy skills twice a week.

## Awards

2019 - Imaginaire Award  
*Imagine Magazine*

2016 - Davey Award for Online  
Film/Video

2013 - PRNDI  
"Who's Who in New England  
Fisheries," video explainer Best  
Multi-Media Presentation, 2nd  
Place.

2012 - Cape & Plymouth  
Business Magazine, 40 Under 40



Women's March 2017

## WORK EXPERIENCE Continued

### Educator - Geek Girl Tech Conferences

2011-2017

Created, designed, developed courses and taught video and social media skills primarily to women. Classes covered topics including Facebook, Instagram, YouTube, Vimeo, managing your digital footprint, content creation and developing a social media strategy.

## VOLUNTEER WORK

- Women in Film and Video of New England - Current President. Served as Vice President previously. Supporting women of New England in their Storytelling.
- Co-Social Media Manager and admin of Save MA Film Jobs, a grassroots organization that supports filmmaker jobs in Massachusetts.
- Board Member of the Woods Hole Film Festival 2018-2020
- Girl Scouts of the USA - Lifetime Member. Former Service Unit Coordinator for the town of Medway. Former Event Coordinator for the town of Falmouth. Gold Award Advisor for Eastern Mass council.
- Philanthropy Day - Board Member on the Marketing Committee 2014-2015 and Social Media Advisor 2016
- Cape Cod Young Professionals - Development Committee Members 2013-2016, Youth Outreach 2015-2016, Social Media Advisor 2015-16

## REFERENCES



### Heather Goldstone Ph. D.

Chief Communications Officer  
Woodwell Climate Research Center  
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### Steve Garfield

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### Yuri Stern

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### Lisa D'Angelo

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## FUN FACTS

What should you know about me? I'm a lifetime member of the Girl Scouts and an excellent partner for trivia, plus I could probably quote most of "The West Wing." I enjoy travel, hiking, skiing and photography.

Some of the most fun I've had is leading teams for the 48 Hour Film Project. Bringing together 70+ people for a weekend to create a short film is not only massively rewarding, but is an exercise in time management and creative problem solving. I highly recommend it.

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