

ELYSIA RODRIGUEZ

PUBLIC RELATIONS & MEDIA STRATEGY CONSULTANT

CONTENT CREATOR

ABOUT ME

I am a versatile media expert with nearly two decades of experience. I spent 15 years in broadcast TV as a news anchor and reporter then transitioned to public relations and media strategy. I am passionate about compelling content creation to develop personal brands, corporate identities and elevated awareness for non-profits.

WORK EXPERIENCE

VP OF MEDIA STRATEGY

2020-PRESENT | Benchmark Strategies - Boston, MA

Consultant to a global portfolio of clients ranging from Fortune 500 companies to small non-profits. I develop and execute media strategy for earned media, public outreach and social media.

I specialize in creating video content for public relations & public affairs campaigns.

CONTENT CREATOR

2020-PRESENT | @elysiareports

I work with brands and organizations to create content on my social media channels. I focus on videos, photo posts and whitelisted ads.

My most recent collaborations were with Target, Hatch Clothing, Armoire Clothing Rental, Ocean State Job Lot and Fjallraven.

NEWS ANCHOR & REPORTER

2017-2020 | WFXT - Boston 25 News - Boston, Mass.

2015-2017 | NBC Boston & NECN - Boston Mass.

2013-2015 | WIVB/WNLO - News 4 - Buffalo, N.Y.

2009-2013 | WWLP - 22News - Springfield, Mass.


2008-2009 | WQOW - News 18 - Eau Claire, Wis.

2005-2008 | WPRI/WNAC - Providence, R.I.

At several stations across the country, I reported and anchored a variety of newscasts. Although my work often aired live, I also produced corresponding content for each station's website and social media channels.

My work included shooting and editing my own video in many cases.

CONTACTS

 (716) 710-0520

 elysia@elysiarodriguez.com

 Fall River, MA

 @elysiareports

SKILLS

- Video Editing - Adobe Premiere Pro, Edius
- Videography & Still Photography
- AP Style Writing
- Canva
- Media Pitching
- Media Monitoring
- Event Emcee
- Crisis Communications

AWARDS

- Emmy Award, New England Anchor, Best Newscast Evening 2012
- Emmy Award, New England Anchor, Best Newscast Evening 2011
- Associated Press Award Anchor, Breaking News 2011
- Associated Press Award Anchor, Breaking News 2009

EDUCATION

2001-2005

B.A. COMMUNICATIONS

Roger Williams University - Bristol, RI