

# CAITLIN FICHTEL MAY

New York, NY | (516) 592-1453 | caitlinamay93@gmail.com | www.linkedin.com/in/caitlin-fichtel-may/

## SOCIAL MEDIA MANAGER/COMMUNICATIONS

Emmy-Award winning reporter with extensive industry experience in delivering breaking news and broadcast journalism. Demonstrated ability in social media, including X, Instagram, Facebook, and TikTok, open-source intelligence, and reporting on business, voter mitigation and suppression, health issues, racial biases, and more. Clear communicator who builds working relationships with peers, clients, and stakeholders to achieve departmental goals.

## KEY SKILLS

Broadcast Journalism | Social Media | News Writing | Blogging | Microsoft Office | Presentations | Public Speaking | Research | Project Management | Video Editing | Digital News Reporting | Communications | Media Relations

## PROFESSIONAL EXPERIENCE

**Bloomberg LP** | New York, NY

**January 2022 - January 2024**

### BREAKING NEWS EDITOR

Monitored social media to make fast decisions on breaking news stories, including M&A, IPOs, corporate earnings, government news and other global events.

- Stayed up to date on major news stories and trends to determine what mattered to thousands of market participants and decided which stories would most benefit clients.
- Crafted compelling corporate communications content, translating company's mission, vision, and values into relevant messaging and powerful prose.
- Wrote a daily "Social Buzz" column for The Terminal and Bloomberg.com that discussed and educated 1000+ readers on news trends in the social media landscape.

**NBC News** | New York, NY

**September 2017 - December 2022**

### SENIOR SOCIAL MEDIA REPORTER

Utilized social media platforms (Facebook, X, Instagram, TikTok, and Snapchat) to source, verify, license, and curate user-generated content for broadcast, digital, and social platforms.

- Wrote and edited 100+ articles for NBCNews.com, covering a wide range of topics including breaking news, politics, and health - specialized in coverage of COVID-19 writing 50+ articles on the pandemic.
- Conducted calls with officials to gather and confirm information necessary for reporting on breaking news.
- Secured exclusive interviews with witnesses and officials during breaking news situations and drafted concise yet detailed briefing materials used to prepare executive leaders and colleagues for interviews.
- Managed multi-faceted tasks during breaking news coverage, including coordinating, and managing several projects simultaneously.
- Managed direct report to support day-to-day operations.
- 2022 News & Documentary Emmy Awards Winner: Outstanding Live Breaking News Coverage, Jan 6 Attack on the Capitol.
- 2019 News & Documentary Emmy Awards Nominee: Outstanding Coverage of a Breaking News Story in a Newscast.

**NBC Boston/New England Cable News** | Greater Boston Area, MA

**October 2015 – September 2017**

### USER GENERATED CONTENT PRODUCER, DIGITAL MEDIA REPORTER

Advanced and maintained relationships with local officials, sources, and public relations professionals.

- Worked with partners and colleagues to source viewer photos and videos during breaking news situations.
- Reported via Facebook Live on breaking news situations and local events, including live interviews with police officers, sports stars, notable figures, and local officials Edited packages using filmed footage that were utilized across NBCBoston.com.
- Interviewed Hoda Kotb, Al Roker, and Carson Daly to promote the launch of NBC Boston.

**ASSIGNMENT EDITOR/FIELD PRODUCER**

**January 2015- October 2015**

Compiled research for 30+ anchors and reporters for on air broadcasts and digital news stories Communicated with national and local affiliates to provide comprehensive coverage of New England.

- Organized field crews to cover the Boston Marathon bombing and Aaron Hernandez trials.

**Sportsnet New York | New York, NY**

**January 2008- October 2008**

**CO-HOST OF NEW YORK METS KIDS CLUBHOUSE**

Selected out of 100+ candidates as co-host of TV program for 2008 baseball season.

- Interviewed and reported on New York Mets players, staff, and fans for an 8-episode season.

**EDUCATION**

**Bachelor of Science (B.S.) in Journalism**

Boston University, College of Communication | Boston, MA | January 2015

**AWARDS**

**Emmy Award Winner | 2022**

**Emmy Award Nominee | 2008, 2019, 2022**

**Blue Chip Award Recipient | Boston University, Boston, MA**