

# Elise Kaplan

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## Objectives

To pursue a career in hard news journalism—whether in print, on the web, radio or photography.

To write enterprise articles bringing national issues to a local scale.

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## Education

University of New Mexico, Albuquerque  
B.A. in multimedia journalism with a minor in sociology  
Graduated: Dec. 2012  
GPA: 4.06

Macalester College, St. Paul, MN  
Pursued an English major (2004-2006)

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## Freelance Work

*New Mexico Compass* at [www.nmcompass.com](http://www.nmcompass.com) (December 2012-present)

- As an online news source, the *Compass* provides a platform for me to explore multimedia capabilities including slide shows and info graphics accompanying traditional written pieces.
- I have covered subjects ranging from the trial of six anti-nuclear energy protesters in Los Alamos, an ongoing controversy over the location of a Smith's gas station, and a look into both sides of the Monsanto debate.
- As one of the original contributors to the website (which began in late December), I have helped it grow in content and visibility.

*Weekly Alibi* (June 15, 2011-November 2012)

- As an intern and, later, a freelancer, I reported and wrote full-length articles (roughly 750 words) in the news section for weekly publication.
- I frequently filed public records requests and went through Public Information Officers and other bureaucratic channels when interviewing city and county officials.
- Most of the stories I wrote were developed on my own initiative, although occasionally I was sent out on an assignment from my editor.
- By adding photos, video and music to [www.alibi.com](http://www.alibi.com), I explored the multimedia aspect of journalism and posted blog entries several times a week.

- The weekly news cycle meant articles had to be fresh and timely but also evergreen enough to maintain a reader's interest after the story broke.

*Albuquerque the Magazine* (January 2011-June 2011)

- As an intern I worked closely with the editor-in-chief, photographers and layout to fully grasp how my work fit into the larger picture.
- As a freelancer, I picked up numerous stories about local businesses, trends and emerging projects in and around Albuquerque.
- The long format (1500-3000 words) of the articles allowed me to fully develop one idea and explore each issue to its fullest.

## **Professional**

Zacatecas Tacos and Tequila, January 2012-May 2013

- Through many years in the restaurant industry, I have excelled at customer service skills and the ability to communicate efficiently with a number of people.
- I am well informed about food allergies, diet preferences and cooking sciences, as well as wine and liquor varietals, regions and specifications.
- The skills I have gained in the service industry can be carried on to other fields, as I have held positions of seniority within restaurants, demonstrated the ability to organize multi-course meals and showed a curiosity to learning about a variety of subjects.

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## **Skills**

- I shoot with a Nikon D3100, have done numerous photo essays.
- I am proficient in Final Cut Pro for video editing, and Sound Slides and Garage Band for slide shows, and Photoshop.
- I have taken a web design class and can work in HTML and CSS coding as well as DreamWeaver.
- I have published a couple short fiction stories in literary magazines both in and outside of New Mexico.
- I have taken broadcast classes and can develop, film and edit video.
- I am proficient in Facebook, Twitter, Instagram and blogging.
- I speak French and some Spanish.

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## **References**

Dan Mayfield, reporter at *Albuquerque Business First*      [JournalistDan@gmail.com](mailto:JournalistDan@gmail.com) (505) 239-5445

Gwyneth Doland, executive director of New Mexico Foundation for Open Government, [gwyneth@nmfog.org](mailto:gwyneth@nmfog.org), (505) 764-3750

Marisa Demarco, editor at the *New Mexico Compass*      [marisa.demarco@gmail.com](mailto:marisa.demarco@gmail.com) (505) 610-3351