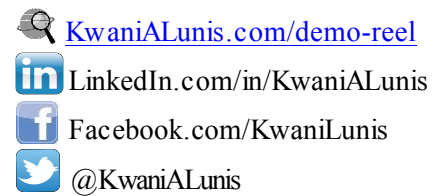


# Kwani Abigail Lunis

KwaniLunis@gmail.com



## Professional Experience

---

### **NBC Sports Boston, Social Media Coordinator**

*Burlington, MA* July 2017 - Present

- Manage all areas of NBC Sports Boston's social media properties while creating and executing social media strategy; Track analytics on all platforms in order to better understand the voice of the Boston sports fan
- Coach on-air talent on best practices for using social media, engaging with audiences and building their brand
- Host live Q&A sessions via periscope with NBC Sports Boston analysts to increase fan engagement; voiceover talent for the *Boston Sports Breakfast* podcast which aims to recap the "best of Boston sports" every morning
- Cover Celtics home games and other notable sports events primarily for digital use. Engage with players, celebrities and fans at the TD Garden and post their reactions on the appropriate social platforms

### **NBC Sports Boston, Production Assistant**

*Burlington, MA* April 2016 - March 2017

#### *Digital Production Assistant*

March 2017 - July 2017

- Monitored incoming feeds while communicating with editors, directors, producers and in-field personnel
- Ensured all videos were received for broadcasts in a timely manner; Clipped games and transcribed interviews for use in NBC Sports Boston's programming
- Exercised editorial judgment to edit and upload videos from TV programming to NBCSportsBoston.com. Shared content on NBC Sports Boston social media platforms. Sent app alerts for Celtics games and breaking stories

### **Boston College Athletics, Digital Correspondent**

*Chestnut Hill, MA* Sept. 2016 - Dec. 2016

- Conducted on-camera interviews with Boston College student-athletes for BCEagles.com
- Wrote weekly features to complement video interviews for Boston College Athletics
- Promoted traffic to BCEagles.com by sharing posts on via Facebook and Twitter

### **WBZ-TV CBS Boston, Sports Apprentice**

*Boston, MA* June 2015 - December 2015

- Full-time six-month apprenticeship program; three months were spent in news and three in sports. Gained genuine exposure to television production while developing broadcast writing and delivery skills in DMA #8
- Attended daily editorial meetings to pitch stories. Wrote anchor scripts for sports and newscasts; Monitored social media for trends and breaking news. Logged professional and college sports games
- Conducted in-field interviews with Boston's professional athletes; Shadowed on-air talent. Wrote and produced packages based on local sports stories

### **SB Nation, Writer**

*SBNation.com* Sept. 2014-May 2015

- Boston College women's basketball beat reporter during the 2014-15 season for the *Boston College Interruption* blog
- Wrote season previews, game recaps and recruiting updates
- Contributed to BCI radio to provide women's basketball updates and analyses

### **Affiliations:**

- National Association of Black Journalists (NABJ), Sports Task Force Member
- Boston College Varsity Club, Member/ Social Media Advisor
- Big Sister Association of Greater Boston, Mentor/Big Sister

### **Recognition/Achievements:**

- Association for Women in Sports Media (AWSM), Champion 2017
- Associated Press Sports Editors, Diversity in Leadership Fellow 2018
- NABJ 2018 panelist: "Breaking Through the Digital Glass Ceiling"

## Education

---

**Boston College, Morrissey College of Arts and Sciences**  
Bachelor of Arts, Communication

*Chestnut Hill, MA* May 2015

**Technology Skills:** Social Media, AP ENPS, Protools 10, NewsBoss, Adobe Premiere Pro, Avid iNews, WordPress, Adobe Photoshop, Adobe After Effects CS6, Podcasting, Adobe Audition

**Language Skills:** Fluent English, Conversational Spanish and Haitian Creole