

ERIC KANE

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PORTFOLIO WEBSITE

PROFESSIONAL SUMMARY

Eric is a strategic communicator, creative storyteller, and former TV news reporter, with over 13 years of experience in creating content that connects. He has led internal, executive, and external communications efforts for Fortune 50 companies and high-growth startups alike. Across the media, financial services, and tech industries, Eric specializes in crafting audience-focused messaging that drives clarity, engagement, and results.

SKILLS

Media & Public Relations | Corporate & Executive Communications | Digital & Broadcast Storytelling | Event Management & Production | Project Management | AP Style | Crisis Communications | Social Media | Thought Leadership | Video Editing

EXPERIENCE

Freelance Communications & PR Consultant Boston, MA

SEPTEMBER 2024 - PRESENT

- Develop strategic content, including media releases, talking points, speeches.
- Provide media analysis, coaching and training.
- Pitch clients to national and local publications and networks; secured coverage at NBC News, 7News (Boston), CBS Boston, and The Boston Globe.

Senior Strategic Account Manager SNP Communications | Remote

APRIL 2022 - JULY 2024

A leadership communications company and full-service agency focused on helping high-performance leaders and teams achieve their goals. For over 30 years, SNP has been behind the scenes helping the world's most successful companies.

- Led content creation and media relations training to manage and drive growth for broadcast accounts.
 - Key clients: **Morgan Stanley, Google, IHG, Oracle, Adobe, Stripe, SAP, Hyatt, and Coupa.**
- Crafted multi-channel strategic messaging, including executive talking points, speeches, Q&As, social media posts, press releases, blogs, newsletters, and scripts for video/podcasts. ([Work Samples](#))
- Wrote, directed, and produced a masterclass-style video series on thought leadership featuring the c-suite officers of Morgan Stanley Private Wealth Management, generating \$200K+ in revenue for SNP.
- Built and executed internal comms strategies for Stripe, Hyatt, and Morgan Stanley.
- Launched, project-managed, and led content development for Morgan Stanley's annual company-wide ideas competition; an in-person LIVE broadcast event. Program grew employee participation by 50% YoY.
- Led content strategy and on-site production for IHG's annual B2B conference in LA (2022) and Mexico City (2023).
- Delivered media training and presentation coaching for global teams at Google, SAP, and Okta.
- Managed teams of up to 15 at high-profile events and live broadcast productions.
- Maintained strong media relationships with national print and broadcast outlets, as well as influencers.

EXPERIENCE CONTINUED

News Reporter

NOV. 2016 - DEC. 2021

WHDH-TV (7NEWS) | Boston, MA

Top-rated news station in the nation's 8th largest media market.

- Demonstrated exemplary written and verbal communication skills by simplifying complex information to produce and deliver on-air stories under immediate deadlines for multiple newscasts daily.
- Developed and executed crisis communications strategies for breaking news coverage, from presidential elections, to civil unrest, and severe storm damage.
- Project managed every aspect of live reporting from story ideation to broadcast.
- Produced trending news content for social media channels, including X, Instagram, Facebook and TikTok.
- Developed strong relationships with PR teams, and government officials.
- Coordinated story coverage and strategy with photographers, executive producers, assignment desk and web staff, and a team of 25 reporters, in a fast-paced environment.
- **Reporting highlights:** COVID-19 lockdown, 2018 midterm and 2020 presidential elections, death of fm. President George H.W. Bush, nationwide college admissions scandal – featured in Netflix documentary.

Reporter/MultiMedia Journalist

WVEC-TV (ABC) | Norfolk, VA

JAN. 2013 - NOV. 2016

- Emmy-nominated reporter; researched, developed and generated stories daily for multiple newscasts.
- Covered two Supreme Court of the United States cases: McDonnell v. United States and Obergefell v. Hodges.

Reporter/Anchor/Producer

WLUC-TV (NBC) | Marquette, MI

JUNE 2011 - DEC. 2012

- Wrote, shot, and edited stories daily for broadcast, social media and digital platforms.
- Produced and anchored top-rated morning newscast.

EDUCATION

- **Keene State College | Bachelor of Arts**

Double Major: Communications & Film Production

Double Minor: Broadcast Journalism & Political Science

AWARDS

- **Edward R. Murrow | 2017**

Radio Television Digital News Association