

Amanda Leigh Schmidt

C O M M U N I C A T I O N S P R O F E S S I O N A L

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY 2013-2017
College of Communications | BA Broadcast Journalism GPA: 3.60, Major GPA: 3.92
Minors: Geography, Political Science Dean's list: 8 of 9 semesters

DIGITAL MEDIA EXPERIENCE

PBS NATURE (New York, NY/ Remote)

DIGITAL PRODUCER

JULY 2022- PRESENT

ASSOCIATE PRODUCER, DIGITAL

NOV 2019- JULY 2022

- Founded the Webby Award-winning @pbsnature TikTok account of over one million followers; manage and create daily posts that foster views and engagement
- Work with the digital team to develop marketing campaigns for NATURE episodes, several digital series and NATURE's award-winning podcast series, *Going Wild with Dr. Rae Wynn-Grant*
- Produce and edit short-form promotional assets for social channels, including Instagram, Facebook, YouTube, GIPHY, X (formerly Twitter) and TikTok
- Exceeded expected audience growth targets across a 2-year digital transformation grant period, growing NATURE's YouTube subscriber base by 388K versus target growth of 180K
- Track analytics and use A/B testing to optimize content strategies across social platforms
- Develop and manage PBS NATURE website assets, including videos and blog posts, via WordPress and PBS's CMS Media Manager
- Create weekly email newsletters on Mailchimp that are sent out to over 72k subscribers, with an average open rate of 32%, a click-through rate of 4.1% and an unsubscribe rate of 0.08%
- Promotional role concurrent with previous role's responsibilities, as well as increased leadership and communication with partners

AccuWeather (State College, PA/ Remote)

DIGITAL JOURNALIST

AUG 2017- AUG 2019

- Developed story pitches, conducted research, interviewed relevant sources, edited stories using AP style and published stories using a content management system; worked with news team on multimedia projects; attended meetings for digital content
- Implemented social media strategies and composed tweets on Hootsuite for @breakingweather
- Produced videos, multimedia and stories, which were regularly featured on AccuWeather.com as well as AOL, Yahoo, MSN, Fox News and more
- Edited videos using Adobe Premiere; created multimedia, such as slideshows, quizzes, graphs, info graphics, polls, timelines, etc.
- Strived to create engaging content that drives user engagement and perpetuates the AccuWeather ideology
- Created about 10 to 15 digital pieces per month on average, collecting half a million to a million page views

ONLINE JOURNALIST INTERN

AUG 2016- DEC 2016

- Developed story pitches for each week; researched, interviewed relevant sources and edited stories to publish online; worked with news team on multimedia projects
- Developed visual slide shows, quizzes and social media related to news stories

BROADCAST JOURNALISM EXPERIENCE

Fox News Channel (New York, NY)

COLLEGE ASSOCIATE

AUG 2015- DEC 2015

- Transcribed and analyzed interviews to help choose the sound and audio clips
- Reviewed scripts for packages, navigated on iNews, researched news stories
- Shadowed field producers during studio interviews, field reports and live television broadcasts

NJTV News, now NJ PBS (Newark, NJ)

NEWS INTERN

AUG 2015- DEC 2015

- Filmed, interviewed, edited, and exported the "Question of the Day" segment
- Shadowed news team in day-to-day projects and assignments in the control room and newsroom
- Developed story pitches, helped producers with research and reports, assisted web team with social media and website

Profile

Aspiring communications professional seeking experience in a marketing-related role, with:

- 7+ years of media/marketing experience
- Ability to work independently and in teams to meet deadlines
- High proficiency with digital and social media



Email:

Amandaschmidt365@gmail.com



Website:

www.amandaleighschmidt.com



LinkedIn:

www.linkedin.com/in/amandaleighschmidt-537625b2/

Certification

Digital Marketing Professional Certificate from Wharton Online

Skills

Premiere, After Effects, Photoshop, Salesforce MC, Microsoft (Word, Excel, PowerPoint, Outlook, Teams), Final Cut Pro, CMS, Web Design, WordPress, AP Style, Mailchimp, HTML, ENPS, iNews, Google Analytics, JVC 600, Go Pro, DSLR, Social Media (TikTok, Hootsuite, Facebook, Twitter, VSCO, Instagram, LinkedIn)