

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, UNIVERSITY PARK 2013-2017
College of Communications | BA Broadcast Journalism GPA: 3.60, Major GPA: 3.92
Minor in Geography, Minor in 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

- Promotional role concurrent with previous role's responsibilities, as well as increased leadership and communication with partners
- Create and edit short-form social assets from existing long-form NATURE programs across social media platforms, such as socially optimized clips, social promos, compilations and more
- Develop engaging social content to promote priorities across various social platforms (Instagram stories, TikTok videos, Giphy stickers, compelling thumbnails, audiograms, etc.)
- Create and manage website assets, including videos and blog posts via WordPress and PBS's CMS Media Manager
- Design, develop and structure the weekly e-newsletter on Mailchimp, using A/B tests and analytics to track engagement to optimize content
- Collaborate with digital and broadcast teams on digital-first assets, such as new digital short series and podcasts; develop and create promotional content for these new programs

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
- Monitored trends, impressions and engagement to assist with site organization

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, live television broadcasts, (ex: "Shepard Smith Reporting" and "America's Newsroom"), and editing sessions

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 media-related role, with:

- 6+ years of media/communications experience
- Ability to work independently and in teams to meet deadlines and achieve success



Email:

amandaschmidt365@gmail.com



E-portfolio:

www.amandaleighschmidt.com



LinkedIn:

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

Certification

Digital Marketing Professional Certificate:
Wharton School Online

Skills

Premiere, After Effects, Photoshop, 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)