

MADELINE STEWART, M.M.C.

Skilled Communications Professional

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West Columbia, SC



SUMMARY

Highly effective communicator with three years of experience in marketing and television news in behind-the-scenes and on-camera roles. Skilled in technical writing, verbal and electronic communications, social media strategy, and presenting information of various subject matters.

PROFESSIONAL EXPERIENCE

Marketing Producer and Lifestyle Host, Soda City Living

WIS-TV | July 2023 - Present

Produce 30 minutes of local content daily. Interview clients with strategic business goals and components of newsworthiness in mind. Coordinate filming schedules and content production with clients and account executives. Create content calendar for on-air segments, digital and social media content. Direct videographers and editors for story flow and timing according to production schedule and client needs. Grow social media presence with informative content. Work with station executives to determine creative direction of content. Pitch segment packages to potential new clients. Build relationships with current clients by offering exemplary customer service from booking to post-production. Strategize ways for account executives to upsell additional packages. Plan strategically themed monthly specials to increase new local direct revenue. Schedule editorial filming to match thematic goals and flow of the show overall. Set up camera gear and film interviews and/or b-roll for segments. Edit segments to engage viewers with visually appealing, interesting, and informative content. Condense information from long-form television segments to written stories for website and social platforms. Emcee and host community events.

Highlights

- Launched daily sales-based lifestyle show
- Created formula to accurately time station's first fully pre-produced television show
- Increased local viewership for 11:30 to noon slot from previously syndicated programming
- Contributed to station's revenue by earning new local direct accounts
- Facilitated show's social media branding shift and grew Instagram and Facebook following through strategic and targeted content

News Producer

WIS-TV | May 2021 - July 2023

Produced 6 p.m. and 11 p.m. newscasts for the Midlands' #1 television news station reaching more than 400,000 households. Gathered news tips and stories from various agencies and sources. Monitored social media, news hotline, and news websites for potential stories. Validated information and drafted language into broadcast scripts. Paired scripts with intriguing graphics, video, and other visuals along with creative show stacking and writing to draw in viewers. Timed live shows and communicated with management and anchors. Met with station executives to review ratings and strategize ways to boost viewership. Produced special coverage and rolling breaking news coverage. Fill-in produced for hour-long 10 p.m. show in addition to regular shows as sole nightside producer.

Highlights

- Increased viewership for 11pm newscast by 47.5% from Feb. 2022 to Feb. 2023

News Reporter and Anchor

WIS-TV | May 2021 - July 2023

Monitored social media, news threads, and local and state agencies for news tips and potential stories. Pitched three enterprise stories to management daily. Collaborated with management and colleagues to determine best course of action for each story. Scheduled interviews with officials and people connected to stories. Filmed interviews and b-roll to edit into various versions of a story. Set up camera equipment for live shots and communicate with management, producers, and directors. Reported live for three newscasts daily. Translated broadcast stories to written versions for website to engage and inform viewers. Hosted hour-long lifestyle show and anchored weekday evening newscasts as well as weekend morning and evening newscasts.

Highlights

- Built personal relationships that led to exclusive coverage and interviews with families impacted by the arrest of a daycare worker

EDUCATION

University of South Carolina

Master's Degree in Mass Communications and Broadcast Journalism
4.0 GPA

2020 – 2021

University of South Carolina

Bachelor's Degree in Biological Sciences & Mass Communications
Cum Laude
LIFE Scholar, Garnet Scholar

2016 – 2020

SKILLS

Organization and time management - Verbal and written communication - Interpersonal skills
Media relations - Crisis communications - Public speaking - Interviewing

Social Media - Canva - Content production and creation - Website creation
Adobe Creative Cloud - Microsoft Office Suite - Video editing - AP style