

MADELINE STEWART

Lifestyle Host and Producer

864-908-5362



madeline.stew@gmail.com



West Columbia, SC



SUMMARY

Highly effective communicator with three years of experience in 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.

EDUCATION

University of South Carolina

Master's Degree in Mass Communications and Broadcast Journalism
2020 - 2021

University of South Carolina

Bachelor's Degree in Biological Sciences
2016 - 2020

SKILLS

- Organization and time management
- Verbal and written communication
- Interpersonal skills
- Media Relations
- Crisis Communications
- Public Speaking
- Interviewing
- Social Media
- Content production and creation
- Adobe Creative Cloud
- Video Editing

ACCOMPLISHMENTS

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

PROFESSIONAL EXPERIENCE

Lifestyle Host and Producer, Soda City Living

WIS-TV | July 2023 - Present

- Interview clients with strategic business goals and components of newsworthiness in mind
- Coordinate filming schedules and content production with clients and account executives
- Work with station executives to determine creative direction of content
- Pitch segment packages to potential new clients
- Grow social media presence with informative content
- 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
- Produce 30 minutes of local content daily
- Edit segments to engage viewers with visually appealing content
- Condense information from long-form television segments to written stories for website and social platforms
- Emcee and host community events

News Producer

WIS-TV | May 2021 - July 2023

- Gather news tips and stories from various agencies and sources
- Monitor social media, news hotline, and news websites for potential stories
- Validate information and translated language into broadcast scripts
- Time live shows and communicated with management and anchors
- Produce special coverage and rolling breaking news coverage

News Reporter and Anchor

WIS-TV | May 2021 - July 2023

- Monitor social media, news threads, and local and state agencies for news tips and potential stories
- Pitch three enterprise stories to management daily
- Schedule interviews with officials and people connected to stories
- Film interviews and b-roll to edit into various versions of a story
- Report live for three newscasts daily
- Translate broadcast stories to written versions for website