

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

Minor in Geography, Minor in Political Science

Dean's List: 8 of 9 semesters

DIGITAL MEDIA EXPERIENCE

DIGITAL JOURNALIST/ AccuWeather

AUG 2017– AUG 2019

Remote

- Covered breaking news and featured stories for the AccuWeather website
- Developed story pitches, conducted research, interviewed relevant sources, wrote and edited stories using AP style, and published final drafts using a content management system (CMS); worked with news team on digital projects
- Implemented social media strategies and composed tweets on Hootsuite for @breakingweather twitter account
- Produced videos, multimedia and stories, which were regularly featured on AccuWeather, as well as AOL, Yahoo, MSN, Fox News and more
- Edited videos using Adobe Premiere; created multimedia pieces, including slideshows, quizzes, graphs, infographics, polls, timelines, etc.
- Strived to create engaging content in order to drive user engagement and perpetuate the AccuWeather ideology
- Monitored analytics, trends and engagement to assist with site organization
- Created about 10 to 15 digital pieces per month on average, collecting half a million to a million page views

ONLINE JOURNALIST INTERN/ AccuWeather

AUG 2016– DEC 2016

State College, PA

- Developed story pitches; 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

SOCIAL MEDIA COORDINATOR/ Penn State Dining

FEB 2015– MAY 2016

University Park, PA

- Managed social media for Penn State Dining: Instagram, Facebook, and Twitter
- Photographed and filmed food, services, and events to use as content for the social media pages; used Hootsuite to schedule future posts
- Used marketing tactics to promote food and services, such as social media and promotion events, which helped increase followers and user engagement

BROADCAST JOURNALISM EXPERIENCE

REPORTER / Centre County Report (CCR)

JAN 2017– MAY 2017

University Park, PA

- CCR: Penn State's student-run and Emmy award-winning news program
- Researched, interviewed, wrote scripts, filmed and edited broadcast news stories in a variety of packages, VOs and VO/SOTs
- Searched for unique and compelling story pitches that would captivate viewer
- Traveled to Panama to act as an international correspondent in a special edition of CCR: reported on the coral reefs threatened by climate change

COLLEGE ASSOCIATE/ Fox News Channel

AUG 2015– DEC 2015

New York, NY

- Transcribed and analyzed interviews to help choose audio clips
- Reviewed scripts for packages, navigated on iNews, researched news stories
- Shadowed field producers during studio interviews, live shows (ex: "America's Newsroom"), field reports, editing sessions and in the control rooms

NEWS INTERN/ NJTV News

AUG 2015– DEC 2015

Newark, NJ

- Filmed, interviewed, edited and exported the "Question of the Day" segment
- Shadowed news team in day-to-day projects and assignments, observed in the control room, studio 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:

- 3+ years of media/communications experience
- Ability to work independently and in teams to meet deadlines and achieve success
- High proficiency with digital media and social media



Hoboken, New Jersey



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

Technical:

Microsoft (Word, Excel, PowerPoint, Outlook), Final Cut Pro, Premiere, CMS, Web Design, AP Style, HTML, ENPS, iNews, Google Analytics, Wordpress, JVC 600, Go Pro, DSLR, Digital Content Creation, Social Media (Hootsuite, Facebook, Twitter, Instagram, LinkedIn)

Interpersonal:

Publicity, Customer Service, Professional and Positive Attitude, Teamwork, Excellent Multi-tasking, Organization, Reliable and Focused