



# Madelaine Braggs

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## Objective

I'm a charismatic bilingual multimedia journalist whose passion is connecting my community with the information they need and content they love to enjoy.

## Experience

### NBC News Radio

August 2017 - Present

As a producer and writer, I help coordinate news coverage while ensuring assignments arrive clean, accurately and on deadline. I cover national, political and local news while building relationships with lawmakers and industry experts to gather current information.

### iHeartMedia

December 2015 - August 2017

I joined iHeartMedia as a promotions technician, representing multiple radio stations and setting up pre-concert or business driving events to interact with listeners. I also worked as a lobby secretary and sales team assistant before being hired on as an on-air talent.

### KFYI 550 AM

I was brought on to The Chris Merrill Show on KFYI 550 AM to produce a segment called 'Mad On The Street,' which featured community reaction to trending news topics. I would record interviews in various areas of Phoenix and then edited the audio or video. I'd also participate with live on-air commentary in the studio.

### Evolve PR and Marketing

June 2016 – August 2016

While interning with this firm, I helped generate media coverage by writing press releases, listing events to media calendars, scheduling social media posts, and assisting with local television segments.

### The Pegasus, monthly in the Sierra Vista Herald

August 2009 – May 2013

I started at this student apprenticeship as a feature writer and over the years worked my way up to editor in chief. I was responsible for guiding the staff, digitally designing the newspaper and writing impactful informative articles and entertaining features.

## Education

### BA in Journalism and Mass Communication

Walter Cronkite School of Journalism, Arizona State University, 2017

## Skills

Spanish speaking - Accurate, objective and fast reporting - Covering live events - Broadcast and AP style writing - Video and audio production - Newsroom equipment and software - Microsoft suite - Adobe programs - Copy editing - Developing sources and story ideas - Investigative research - SEO - Works well independently and in teams - Familiar with FCC regulations - Digital content creation - Social media - High stress and emotional tolerance - Learns and adapts quickly - Multitasking - Public relations - Strategic communications