

ALYSSA McBETH

412-926-9888

alyssamcbeth953@gmail.com

alyssabmcbeth@gmail.com

Objective

Impactful media specialist with over three years of experience in writing, editing and producing with a dedicated work ethic, bright personality and self-starting attitude. Expertise in crafting copy and exceeding editorial goals. A master of a variety of skills suited for any newsroom or media outlet.

Experience

THE RIVER 95.3 | Dec. 2019-Dec. 2020 | Front Royal, VA

News Director

- Sourced, crafted and broadcast six news stories for daily morning news
- Curated and edited news stories for station website
- Wrote and managed copy for station events and promotional pieces
- Conducted interviews and edited content for on-air segments
- Grew station's digital following and engagement on Facebook and Twitter
- Initiated and developed content delivery on multiple platforms
- Scheduled public service announcements and wrote on-air spots.

THE RIVER 95.3 | June 2019-Dec. 2019 | Front Royal, VA

News Assistant

- Compiled, recorded and edited weekend news stories
- Created promotional content for station events
- Sourced and produced stories for weekly education segment

Education

JAMES MADISON UNIVERSITY | 2014-2018 | Harrisonburg, VA

BA : Media Arts & Design, Concentration in Journalism

Minor : British Communication & Media

Semester Abroad : London, Fall 2016

Abilities

Adobe: Photoshop, Illustrator, InDesign, Acrobat, Fresco, Lightroom, Premiere, Spark

Web-based Application: HTML 5, WordPress, Firefox, Chrome.

Editing: iMovie, Final Cut Pro, SAW, WavePad

Microsoft Office Suite

AP Writing Style

Voice acting,

Achievements

Introduced and developed permanent segments to The River 95.3 such as a pet of the week spotlight with the Humane Society known as "Furever Friday"

Reformatted news director position to include community service aspects

Adapted The River 95.3's news coverage to include daily COVID-19 updates both on air and online

References

Randy Woodward

Scott Hesson

Cathryn Malloy

(Contact information provided upon request)