

madeline white

Adobe Premiere Pro (advanced)

Adobe Photoshop (advanced)

AVID (proficient)

Final Cut Pro (proficient)

iNews

HTML, CSS, jQuery

Wordpress

Social-native Videography

Broadcast Videography

AP Style

Featured in LA Weekly, Daily Breeze, etc.

Copywriting for web/social

Facebook Live

Snapchat, Twitter, Instagram, Reddit

Licensed Driver

UCB Improv Comedy Alum

education

University of Southern California, Annenberg School of Journalism, Los Angeles, CA
Master of Science degree earned in Journalism **MAY 2016**

Pace University, Pforzheimer Honors College, New York, NY
Bachelor of Fine Arts degree earned in Acting, Cum Laude Honors **MAY 2013**

experience

Clique Media Group: Who What Wear, Byrdie, MyDomaine, College Fashionista, Obsessee, and The Thirty, Los Angeles

Sales Assistant **SEP 2017 – JAN 2018**

- Designed and edited presentation decks for all uses, internal and external.
- Supported the sales team in drawing revenue from our digital publications' ad space.
- Developed business-to-business initiatives for partnerships, including branded content and events— establishing market visibility for both companies.

Comexposium Group: Modern Marketing Summit, Los Angeles

Social Media Manager, (promoted from) Executive Assistant **NOV 2016 – SEP 2017**

- Lead video editor and producer. Shot, wrote, and edited all promotional content.
- Real-time social coverage, including Snapchat stand ups, at each of our monthly global events.
- Developed online presence, brand awareness, SEO and monitored traffic & KPIs.
- Led creative design and production (photo/graphics/video) for all marketing materials, including copywriting.
- Assisted and supported both the Global CEO and the CEO of North America.

Annenberg Media, Julie Chen/Leslie Moonves CBS Media Center, Los Angeles

Video Producer/Editor, Multimedia Journalist, Anchor for ATVN. **JUL 2015 – MAY 2016**

- Shot, wrote, and edited video packages for TV, radio, social, and the web.
- Pitched breaking stories and performed live on-camera storytelling for locally-broadcast Annenberg TV News.
- Formulated copy, developed leads and established appropriate tone for stories.
- Performed on-location standups, interviews and live shots, keeping audience entertained and informed with both scripted and improvised content.

KCMS, Coronado TV ON-AIR Now @ Time Warner Cable, Coronado, CA

Television Producer and Host, Special Events **JUL 2003- JUL 2009**

- Shot/wrote/edited video packages for daily broadcast. Anchor/Reporter duties.
- On-camera host and interviewer for local events such as the annual 4th of July Parade.

contact

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(phone number hidden)

<https://maddiewhite.com/multimedia-news/video-content/> (← work samples here)