

# Maddie Schmidt

## CONTENT CREATOR/MULTIMEDIA REPORTER/PRODUCER

### Contact



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[Maddie Schmidt](#)

### Education

#### Bachelor of Science in Journalism

University of Florida, Gainesville, FL

Specialization: Sports and Media

GPA: 3.97, Summa Cum Laude 2021

### Skills

Social Media Savvy

Detail Oriented

Eager to learn

Ability to Plan and Organize

Team Player

Sports Knowledge

Deadline Oriented

Storyteller

Leadership and Communication

Adobe Premiere Pro

AP Style and SEO

Microsoft Office and Google Docs

### Summary of Qualifications

- Confident, articulate communicator and creator with a passion for sports
- Goal-oriented storyteller with an enthusiastic eye for attention to detail

### Professional Experience

#### Journalist, Digital Host, Guilty as Charged – Blue Wire Podcast Network March 2022

- Provide coverage of the Los Angeles Chargers for fans via Twitter, Instagram, TikTok and YouTube
- Interview players, coaches and professionals in the media industry
- Host, edit and produce “Maddie’s Minute” segments

#### Video Production, Digital Host and Social Media Intern, The Draft Network August 2021 – March 2022

- News gather and write scripts for “Maddie’s Minute” and other sports content videos
- Host and edit daily video content for social channels
- Work with video production and marketing team to post content to social media while also promoting company partnerships and initiatives

#### Digital Host, Producer and Journalist, GatorBait Media April 2021 – August 2021

Gainesville, FL

- Brainstorm newsworthy sports content for stories and video content
- Host and edit videos for GatorBait media weekly newsletters (subscription based)
- Produce content using Adobe Premiere Pro and WordPress

#### Sports Anchor & Producer, WUFT News August 2019 – April 2021

Gainesville, FL

- Collaborate with a team to produce the 5 p.m. sports segment
- Brainstorm ideas, write script and edit video content that engages, informs and entertains the audience
- Clip segments to use on social platforms
- Anchor sportscast weekly

#### Sports Reporter and Website Producer/Editor, ESPN Gainesville January 2019 – April 2021

Gainesville, FL

- News gather and write compelling sports articles for WRUF.com
- Write SEO-friendly headlines to share content via social media
- Write and record “What’s trending now?” script segments for WRUF Radio

#### Sports Blogger

July 2016 - Present

mygamedaygal.com

- Designed and developed effective website using WordPress
- Brainstorm, and execute content ideas – stories, interviews and videos
- Post and promote blog content on social media