

Maddie Schmidt

CONTENT CREATOR / ON-AIR TALENT / 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

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

Professional Experience

DIGITAL HOST & VIDEO EDITOR, BetUS October 2022 – Present

Freelance

- Stay up to date with NFL, sports betting and social media trends
- Brainstorm, host and edit short-form video content for BetUS Instagram and Twitter

DIGITAL HOST & SOCIAL MEDIA COORDINATOR, Guilty as Charged – Blue Wire Podcast Network March 2022 – Present

Freelance

- Provide coverage of the Los Angeles Chargers via short-form video content and long-form video content designed for social media
- Grew following on Instagram and TikTok by 50% in six months
- Interview players, coaches and professionals in the media industry

DIGITAL HOST & 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

JOURNALIST & PRODUCER, 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 & WEBSITE 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

TRASH THE GAME PLAN PODCAST HOST & PRODUCER October 2022 – Present