

MADDIE SCHMIDT

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

Skills

Self-starter

Social Media Savvy

Detail Oriented

Public Speaking

Communicator

Team Player

Sports Knowledge

Writing

Leadership and Communication

Adobe Premiere Pro

AP Style and SEO

Microsoft Office and Google Docs

Professional Experience

DIGITAL HOST & VIDEO EDITOR, BetUS October 2022 – February 2023

Freelance

- Stay up to date with NFL, sports betting and social media trends
- Strategize content ideas for Twitter and Instagram with a focus on brand voice
- Produce short-form video content utilizing Adobe Suite and Canva
- Post content to social and engage with BetUS followers

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
- Handle media requests for podcast guests
- Plan, produce and conduct interviews with athletes, coaches and analysts
- Strategize content ideas with a focus on fan/team perspective

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
- Collaborate with video production and marketing team to strategize content ideas that promote company partnerships and initiatives

JOURNALIST & PRODUCER, GatorBait Media April 2021 – August 2021

Gainesville, FL

- Strategize written and video content ideas with a focus on the Florida Gator brand
- Produce content using Adobe Premiere Pro and WordPress
- Creator of “Maddie’s Minute” and guest on “The Buddy Martin Show”

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

- Focus on WRUF partnerships and sponsors
- 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