

ALICIA MCNEELY

MEDIA PROFESSIONAL

PROFILE

Engaging media professional with 4 years of experience in fast-paced newsrooms across Michigan. I have a passion for visual storytelling that has led to a strong skill set in news, marketing and communication organizations. I have a strong work ethic and a positive attitude that would make me a great addition to any team.

SKILLS

- INDESIGN
- PHOTOSHOP
- LIGHTROOM
- PHOTOGRAPHY
- SOCIAL MEDIA
- AP STYLE WRITING
- WORDPRESS

EDUCATION

- B.A.A. | Central Michigan University**
Mount Pleasant, MI | May 2017
- Major: Broadcast & Cinematic Arts
 - Minor: Media Design, Production & Technology

INVOLVEMENT & EXTRAS

Multimedia & Marketing Course | Hillsdale Tech Center
Hillsdale, MI | May 2013

- Hands-on experience with a wide variety of marketing and media tools.
- Learned to make business plans and use marketing terms.

News Central 34 Student Producer | Central Michigan University
Mount Pleasant, MI | January 2016 - May 2017

- Hands-on experience with cameras and audio equipment both in the studio and in the field.
- Prepared and displayed graphics.
- Edited video and wrote scripts for on-air production.

News Producer Intern | WLNS NEWS 6
Lansing, MI | May 2016 - August 2016

- Wrote multiple news stories a week that contributed to on-air, web and social media content.
- Practiced organizing rundowns and breaking CBS packages.

CONTACT



(517) 607-5264



mcnee1am@cmich.edu



3918 Carrick Ave. West Bloomfield, MI 48324

CAREER SUMMARY

TOPICAL/SOCIAL MEDIA PRODUCER

WXYZ 7 ACTION NEWS | SOUTHFIELD, MI

December 2018 - Present

- Write and edit topicals for 4 p.m., 6 p.m., and 11 p.m. shows.
- Attend and contribute to editorial meetings.
- Communicate and collaborate with reporters for tease elements.
- Work with newsroom to decide on best stories to promote.
- Create creative content for social media.

NEWS PRODUCER

WLNS 6 NEWS | LANSING, MI

May 2017 - December 2018

- Wrote and prepared all stories for on-air daily.
- Ability to produce every newscast that was available.
- Primarily produced the morning shows Monday through Friday.
- Monitored scanners overnight to make calls and verify information to use as breaking news or "new this morning".
- Oversaw reporters' daily assignments.
- Made executive decisions about the shows while live and also during preparation.

WEEKEND MORNING NEWS PRODUCER

WJRT ABC 12 | FLINT, MI

November 2016 - May 2017

- Wrote and prepared all stories for on-air twice a week.
- Leader of 6 a.m., 7 a.m., and 9 a.m., weekend shows.
- Scheduled in-studio interviews for shows as well as livenesshots at local events with at least two interviews a day.
- Monitored overnight scanners to verify information for future newscasts.
- Posted stories and content to web as well as social media in a quick and accurate manner.
- Made executive decisions