

MB

MADALYN BIERSTER

SPORTS BROADCASTER
AND
MULTIMEDIA JOURNALIST

CONTACT

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 ATLANTA, GEORGIA

 YOUTUBE CHANNEL - MADALYNBIERSTER

 LINKEDIN.COM/IN/MADALYN-BIERSTER



PROFESSIONAL SKILLS

- EXCEPTIONAL CORE JOURNALISM SKILLS – REPORTING, PRODUCING AND EDITING
- PROVEN KNOWLEDGE AND EXPERIENCE WORKING WITH MEDIA CREATION TOOLS AND CONTEMPORARY NEWSROOM SYSTEM
- EXPERIENCE UTILIZING INDUSTRY KNOWLEDGE TO BUILD RELATIONSHIPS WITH ATHLETES, COACHES AND ATHLETIC DIRECTORS
- EXTENSIVE LIVE SHOT AND TELEPROMPTER EXPERIENCE
- PROFICIENT IN MICROSOFT OFFICE SUITE, DIGITAL BROADCASTING AND EDITING SOFTWARE
- PROFESSIONAL KNOWLEDGE OF SOCIAL MEDIA MARKETING PLATFORMS AND ITS APPLICATION TO BUSINESS
- WELL-DEVELOPED TIME MANAGEMENT, ORGANIZATIONAL AND FOLLOW-THROUGH SKILLS

EDUCATION

UNIVERSITY OF MISSISSIPPI, OXFORD

BACHELOR OF ARTS DEGREE IN BROADCAST JOURNALISM WITH EMPHASIS IN SPORTS BROADCASTING
MINOR IN PSYCHOLOGY

WORK EXPERIENCE

OLE MISS SPIRIT - SPORTS REPORTER
OCTOBER 2018 - PRESENT

- CONDUCT ONE ON ONE INTERVIEWS - FOOTBALL, BASKETBALL, SOFTBALL AND BASEBALL FOR 24/7 LIVE NEWS CHANNEL

NEWSWATCH OLE MISS - SPORTS REPORTER
AUGUST 2017 - PRESENT

- WORK CLOSELY WITH THE UNIVERSITY'S SPORTS TEAMS TO DEVELOP COMPREHENSIVE SPORTS COVERAGE
- WRITE AND BROADCAST FOR THE LIVE DAILY NEWS SHOW
- PREPARE LIVE SHOTS PRE/POST INTERVIEWS - FOOTBALL, BASKETBALL, SOFTBALL AND BASEBALL
- CONDUCT INTERVIEWS AND ATTEND PRESS CONFERENCES TO PRODUCE SPORTS CONTENT
- ENGAGE AUDIENCE THROUGH ADVANCED KNOWLEDGE OF ALL SOCIAL MEDIA PLATFORMS

WSB-TV CH.2, ATLANTA - NEWS INTERN
MAY 2017 - AUGUST 2017

- WORKED ALONGSIDE EDITORS, CONTENT COACHES, AND REPORTERS TO COVER STORIES AND CONDUCT INTERVIEWS
- RECORDED LIVE STAND UP SHOTS ON SCENE WITH NEWS REPORTERS
- COVERED THE ATLANTA FALCONS 2017 TRAINING CAMP
- RESPONSIBLE FOR WRITING, EDITING AND CREATING NEWS PACKAGES FOR WEEKLY NEWS REEL
- HANDLED SCRIPTS FOR THE NEWS STATIONS LIVE SHOWS

INVOLVEMENT

- UNIVERSITY OF MISSISSIPPI PHI MU SORORITY MEMBER
- SPORTALK DIGITAL BLOG AND CONTENT PROMOTER
- SPECIAL OLYMPICS OF GEORGIA VOLUNTEER
- ANNANDALE VILLAGE VOLUNTEER
- TAEKWONDO BLACKBELT AND TOURNAMENT JUDGE
- ELEMENTARY SCHOOL MENTOR