

# Carlee Loyd

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**Successful News Producer devoted to informing general public about human interest, sports, political, and health stories. Experience producing under tight deadlines and during on-air content. Talented journalist with expertise in writing multiple stories daily for television and the WSMV 4 News website. Experienced videographer in using Canon equipment and managing cues. Familiar with pre- and post-production processes. Expert using Premiere Pro and Edius editing programs. Dedicated photographer exhibiting true love for sports photography and videography. Seasoned professional at using camera lenses, controls and composition to capture stunning results.**

## Experience

JULY 2024- PRESENT

### **News Producer | WSMV 4 News | Nashville, Tennessee**

- Produce high-quality news segments by researching, writing, and editing content for daily broadcasts.
- Managed tight deadlines effectively, ensuring timely delivery of accurate and relevant news stories for broadcast.
- Produce under pressure with breaking news content during on air newscasts
- Enhance viewer engagement by consistently developing compelling stories that resonated with the target audience.
- Collaborate with reporters, anchors, and other team members to develop cohesive and informative news stories.
- Coordinate live shots and interviews for enhanced storytelling elements within news segments.
- Provide support during live events such as elections or severe weather coverage through effective coordination with various departments involved in the broadcast process.
- Coordinate with photographers, videographers, and graphic designers to supplement stories with multimedia content.

JANUARY 2022 – JULY 2024

### **News Producer | WAFF 48 News | Huntsville, Alabama**

- Produced high-quality news segments by researching, writing, and editing content for daily broadcasts.
- Enhanced viewer engagement by consistently developing compelling stories that resonated with the target audience.
- Collaborated with reporters, anchors, and other team members to develop cohesive and informative news stories.
- Managed tight deadlines effectively, ensuring timely delivery of accurate and relevant news stories for broadcast.
- Coordinated live shots and interviews for enhanced storytelling elements within news segments.
- Prepared written and digital content for website and social media platforms.
- Sent push notifications for breaking news, stories, and more on the WAFF 48 News app.

- Provided support during live events such as elections or severe weather coverage through effective coordination with various departments involved in the broadcast process.
- Coordinated with photographers, videographers, and graphic designers to supplement stories with multimedia content.
- Shot and edited video for WAFF's high school football (48 Blitz) Show.

MAY 2021 – AUGUST 2021

**Intern | The Rick & Bubba Show | Birmingham, Alabama**

- Performed day-to-day operations during live shows
- Gathered and distributed show prep for The Rick and Bubba Show
- Welcomed, interacted with, and directed live guests within The Rick and Bubba studio.

JANUARY 2021 – APRIL 2021

**Intern | WBRL News 3 | Columbus, Georgia**

- Produced and edited digital stories for websites and social media
- Researched, shot, and edited weekly video stories
- Participated in weekly meetings discussing projects and learning from guest speakers.

JANUARY 2020 – MAY 2021

**Reporter | Falcon News Network, University of Montevallo | Montevallo, Alabama**

- Served as a photographer for the Falcon News Network website
- Tracked website analytics, keywords, and SEO for the Falcon News Network
- Independently researched, shot, and edited weekly stories for the Falcon News Network website and digital platforms.

JANUARY 2020 – MAY 2021

**Anchor/Reporter | Vallo Vision News, University of Montevallo | Montevallo, Alabama**

- Independently researched, shot, and edited weekly stories for on-air newscasts
- Developed digital and social media content for station platforms
- Developed network of sources for news gathering tips and community information
- Worked with news team, production and management to establish quality journalism standards
- Served as a producer for multiple Vallo Vision shows and helped script and write newscasts
- Worked on the production team to ensure quality and time efficient newscasts.

AUGUST 2017 – MAY 2021

**Athletic Communications Student Assistant | University of Montevallo | Montevallo, Alabama**

- Worked as a student assistant in athletics performing duties and tasks under the direction of the Director of Athletics and Sports Information Director
- Created and edited videos and photos for all Montevallo athletic social media platforms
- Created, edited and provided gameday programs using Adobe InDesign.

## Skills

- Video Editing
- Photography
- Adobe suite: Premiere Pro, InDesign, Photoshop, After Effects
- Video Editing Software: Edius
- News Producing Programs: ENPS
- Digital Website Platforms: ARC, WordPress, Adobe Portfolio
- Social Media Management and Connect Production: Facebook, Twitter, Instagram, TikTok, LinkedIn
- Camera Operation: Field and in studio camera, still photography
- On-air reporting and anchoring presentation skills
- Experienced communicator: Written, verbal, and interpersonal

## Education

MAY 2021

**Batchelor of Science: Mass Communication, Broadcast Production/Multimedia Journalism | University of Montevallo | Montevallo, Alabama**

- Member of UM Cheer Team 2017-2021 (Captain, 2019-2021)
- Awarded Most Improved Cheerleader in 2018
- Alumni of Chi Omega sorority

## Activities

Photography • Videography • Writing • Travel • Reading