

# ALYSSA



## Technical Skills

- Adobe Creative Suite
- Microsoft Office Suite
- AP Style Writing
- LiveU Equipment
- Canon/JVC/HD Cameras

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- News Equipment
- Audio Recording Equipment
- Social Media
- Various Blogging Platforms
- Avid Editing Software

- Netwerk Tricaster 8000 and Tricaster Mini
- 3Play Replay
- LiveText Software
- CableCast System
- Stretch Internet

## Broadcast Director and Digital Video Analyst

Hiawatha Broadband Communication Inc. *August 8, 2017 – Present*

- Direct, Produce, and Host a television show called “Explore the Outdoors with HBC”
- Direct and Produce 4 in studio taped-to-live shows
- Direct and Produce 80+ Live events (9 High Schools and 2 Local College Athletics, Parades, Pageants, Band Concerts)
- Create Content for Social Media Platforms and Manage Social Media Platforms
- Train Part-Time Staff to setup for a live event, run a camera, how to use instant replay, and how to be an assistant director.

## Anchor/Reporter/Producer

Cedar Valley Today—Wartburg College *September 1, 2013 – January 2017*

- Create content for a daily news show covering news in the Cedar Valley. Also, produce and edit the show to make the most important news be broadcasted.

## Announcer/Camera Operator

KnightVision—Wartburg College *September 1, 2013 – May 2017*

- Work closely with the different athletic teams to showcase their seasons not only in a live broadcast for home games, but as well as on the road and at National events such as the NCAA D3 Central Regional Wrestling meets, NCAA D3 Wrestling National Team Duals, NCAA D3 Wrestling Individual Nationals and NCAA D3 National Indoor Track and Field.

## News Director

KWAR 89.9 — Wartburg College *January 2016 – May 2017*

- Organize all news oriented content on the school sponsored radio.

## Video Director

Eau Claire Express Baseball - Eau Claire, Wisconsin *Summer 2016*

- Create different promotional commercials for live broadcasts of baseball games in the Northwoods League along with directing the live baseball games when the Express played at home.

## Producer

Colorado Public Television *Summer 2015*

- Research and create content for a weekly broadcast of controversies in Colorado. Worked closely with increasing social media traffic.

## Reporter/Producer

KWWL (NBC Affiliate) *January – May 2015*

- Create and edit content for live shows at 5, 6 and 10. Worked closely with reporters on their stories along with helping them go live during a live broadcast when needed.

## Wartburg College — *May 2017*

Waverly, Iowa

BA Journalism and Communication —

Multimedia and Public Relations

Leadership Minor

- PRSSA

- Society of Collegiate Journalists (President 2016-2017)

## Chad Busta

Producer

cbusta@hbci.com

608-792-9848

## Tom Sawyer

Winona State University

Head Football Coach

tsawyer@winona.edu

507-457-5213

## Bill Withers

Executive Minister:

Campus Network & Development

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319-215-9392

## Internships

## Education

## Organizational Involvement

## References