

LANEY MAYFIELD

ListenToLaney.com | 901-630-0102 | Huntsville, Alabama |
Laney.Mayfield.LM@gmail.com

EDUCATION

Auburn University | Auburn, AL

Bachelor of Arts: Journalism | May 2022

- GPA: 3.6/4.00
- Minor: Psychology

RELEVANT EXPERIENCE

WAFF 48 News | Huntsville, AL

Morning News Producer | June 2022 – Present

- Select stories and anchor reads for the newscasts while working with the executive producer, anchors, field crews and editor.
- Write scripts read by anchors utilizing ENPS.
- Create compelling, informative graphics based on content in the newscast.
- Produce breaking news reports.
- Manage live broadcast, makes any changes, and edits any error in real time.
- Communicate with on air talent during live broadcast.

Opelika-Auburn News | Auburn, AL

News Writer Intern | Jan. 2022 - May 2022

- Wrote 17 stories under pressure with deadlines utilizing BLOX-Software.
- Reported stories in an accurate, fair, and balanced way for online and print publication.
- Crafted and developed story pitches.
- Captured quality photos for articles and the news web page.

The Auburn Plainsman | Auburn, AL

Columnist | Aug. 2019 - May 2022

- Conducted interviews with individuals to gain insight on stories.
- Composed 17 articles for campus newspaper using Associated Press style.
- Wrote articles related to cultural and current events under deadline.
- Shot compelling images for stories and the news website.

Eagle Eye TV | Auburn, AL

Multimedia Journalist | Aug. 2019 - May 2022

- Created and edited 12 news packages for newscast using Adobe Premiere Pro and I-Movie.
- Authored 32 articles and features for online publication.
- Wrote scripts for anchors for newscast.
- Took engaging snapshots for reports and the station's website.

