

# **Maddie Ames**

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Lincoln, NE

[Portfolio](#)

## **Education**

University of Nebraska-Lincoln

- Journalism and advertising and public relations major with minors in French and English
- College of Journalism Dean's List for the Fall 2023 and Spring 2024 semester

## **Editor-in-Chief**

The Daily Nebraskan, July 2024 - Present

- Lead a team of editors and over 60 staff members to produce high-quality content for daily publication, ensuring adherence to deadlines and journalistic standards
- Develop and implement editorial policies and guidelines to enhance the quality of work by staff members
- Oversee daily editorial process from story conception to publication, including assigning articles, editing articles and conducting fact-checks
- Manage budget, ensuring efficient allocation of funds for editorial wages
- Organize training sessions and workshops for staff, fostering a collaborative environment and encouraging skill development
- Represent The Daily Nebraskan in meetings with faculty, administration and student organizations, advocating for student perspectives on local issues
- Work with The Daily Nebraskan's advertising team to collaborate with campus to improve outreach and relevance

## **Senior Culture Editor**

The Daily Nebraskan, Feb. 2023 - May 2024

- Lead a team of reporters to ensure accurate and timely coverage of events
- Enforced editorial guidelines such as AP Style and standards to uphold The Daily Nebraskan's reputation for quality journalism
- Conducted regular performance reviews for culture section staff, providing feedback to improve their reporting and writing abilities
- Managed the story budget in collaboration with other newsroom editors

## **Brand Content Intern**

Hudl, July 2023 - Present

- Create strategic branded content to be used across our blog, social media, emails, marketing videos and events
- Strategize with a team to establish monthly newsletters to be distributed among a variety of markets, such as club soccer, volleyball, college, and elite markets
- Managed content planning, creation, review and distribution as part of the marketing team

## **Reporting Experience**

### **Invisible: Missing Murdered Marginalized Women**

- Develop pitches with focused angles and preliminary research done for an application-based depth reporting class
- File public records requests and investigated relevant cases and legal precedents for intra and inter tribal criminal cases
- Write [articles](#) featuring balanced stories of survivors of domestic violence

### **Nebraska Mosaic: Reporting For and About Diverse Audiences**

- Gather and assess information about diverse audiences through research and interviews for a solutions journalism focused reporting class on the Lincoln Vietnamese Community
- Pitch and write a solutions journalism piece through rigorous reporting about a problem experienced by the Lincoln Vietnamese population
- Wrote and completed [articles](#) on a specified deadline

### **Agriculture Beat Reporting**

- Develop an agriculture beat focusing on Nebraska beef production for a senior level capstone class
- Research, pitch and deliver [articles](#) within deadline following journalistic standards