

BRANDI SCARBER

TELEVISION NEWS PRODUCER CONTENT CREATOR

A visual storyteller with a diverse portfolio developed during 6.5 years of professional & collegiate experience in television news, print media, film and communications.

(313) 728 - 2995 | scarberbrandi@gmail.com | bscarber.journoportfolio.com | LinkedIn - Brandi Scarber

PROFESSIONAL SKILLS

Editing Software:

Dalet - Galaxy, Adobe Premiere Pro,
Final Cut Pro, Edius, Adobe
Audition

Design Software:

Adobe Illustrator, Adobe
Photoshop, Adobe InDesign

Website Building Platforms:

WordPress, BrightSpot,
SquareSpace

Proficiencies:

Dalet - Galaxy, ENPS, CSS, web
design, AP style, camera
production, script writing, copy
editing, show stacking, social
media management, branding,
Microsoft applications, G Suite
applications, LexisNexis

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organizational skills
Time management
Interpersonal skills
Leadership skills
Team player
Project management
Fast learner
Self-motivated

REFERENCES

KAYLA PENOKIE

Executive Producer, Fox 17 News
(248) 535-8364
kayla.penokie@fox17online.com

LISA MULCRONE

Director, Audience Development,
MCU CABS
(517) 285-1047
lisa.mulcrone@cabs.msu.edu

LAYLA WILLIAMS

Prototype Test Planner, Ford Motor
Company
(313) 244-8231
mslaylawilliams@gmail.com

EXPERIENCE

NEWS CONTENT PRODUCER

NBC Chicago | November 2020 - Present

Write scripts daily for morning newscasts
Edit all visual story elements daily for morning newscasts
Monitor breaking news and current events

NEWS PRODUCER

Fox 17 News | May 2018 - October 2020

Stack and write/produce nightside newscasts
Research, pitch and produce special segments and web stories
Record and edit video footage, and package all story elements (track, graphics, b-roll)
Interview subjects for television
Booth live shows in control room
Monitor breaking news and current events

MEDIA INTERN

MSU Communications & Brand Strategy | September 2015 - May 2018

Covered events via narrative, photo and video media for MSU Today
Organized shoots and interviews
Curated institutional social media and brand content

PRODUCER/HOST

WKAR Weekend Morning News | January 2018 - May 2018

Monitored breaking news
Wrote stories for radio newscasts
Recorded and edited interviews for broadcast
Produced stories for web and social media

SPORTS INTERN

Channel 6 News | May 2017 - September 2017

Covered summer sports events
Shot & edited video for broadcast
Wrote scripts for broadcast
Produced stories for web and social media

SPORTS EDITOR

Spartan Newsroom | August 2017 - January 2018

Managed a team of reporters
Edited print and multimedia stories
Produced content for Spartan Newsroom

STUDENT ASSISTANT

MSU Athletic Communications | September 2016 - May 2018

Assisted with game day production and media relations and correspondence
Produced content for game day programs
Managed press conferences

EDUCATION

BACHELOR OF ARTS, JOURNALISM & MEDIA AND INFORMATION

Michigan State University | 2014 - 2018

SPORTS JOURNALISM STUDY ABROAD, PARIS & ROME

Michigan State University | May 2016 - June 2016

HONORS/ACTIVITIES

- WXMI FOX 17 DIVERSITY ADVISORY COUNCIL, TEAM LEADER
- WOMEN OF COLOR CREATIVES GRAND RAPIDS, MEMBER
- 2018 COMMENCEMENT SPEAKER - MICHIGAN STATE UNIVERSITY
- NATIONAL ASSOCIATION OF BLACK JOURNALISTS, PROFESSIONAL MEMBER
- WANDA J. HERNDON SCHOLAR
- VICTOR G. & ELEANOR F. SPANILOLO SCHOLAR
- GLENN & THELMA BUELL ENDOWED SCHOLAR
- HOOK A SISTA UP, MEMBER/CONTENT CREATOR