

BRANDI SCARBER

MULTIMEDIA STORYTELLER

A perceptive storyteller with a passion for spotlighting impactful stories from all angles.

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PROFESSIONAL SKILLS

Proficiencies:

AP style • copywriting • copyediting • video editing • audio mixing • earned media • media training • visual content & motion graphics direction • line producing • segment producing • digital content production • communications • SEO optimization • speechwriting • explanatory journalism • camera operations • research

Applications:

ENPS • iNews • Dalet - Galaxy • Adobe Premiere Pro • Final Cut Pro • Edius • Adobe Audition • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • ProTools • WordPress • BrightSpot • SquareSpace • Google Analytics • Google Trends • Microsoft G Suite & 365 • MuckRack • LexisNexis

EXPERIENCE

MEDIA RELATIONS SPECIALIST

April 2026 - August 2026

Hello Mainland, LLC.

- Secured 40+ media placements across broadcast, print and digital outlets for community initiatives and franchise openings
- Interviewed and wrote long-form features, bylines, and press releases spotlighting franchise leaders
- Conducted media training to prepare executives and franchise owners for interviews

NEWS PRODUCER

August 2025 - November 2025

Fox 32 Chicago

- Quickly acclimated to company processes and objectives to produce compelling weekday morning newscasts
- Collaborated with colleagues and managers to successfully resolve workflow challenges

WRITER/SEGMENT PRODUCER

September 2021 - November 2024

Scripps News

- Synthesized complex information to deliver accurate and compelling content for consumer, business and economy-focused show, "Main & Wall"
- Worked closely with managers to balance assignments in order to deliver high-quality stories and meet hourly deadlines
- Built A-F block intros, wrote teases and managed graphics production for 60-minute, hypervisual explanatory news magazine, "The Why"
- Pitched, researched and produced long-form segments, with top-notch experts, and explanatory packages for "The Why"

NEWS CONTENT PRODUCER

November 2020 - August 2021

NBC Chicago

- Wrote 6-12 general news scripts and edited all related media for morning newscasts
- Monitored wires for breaking news and current events
- Addressed workflow management issues on the overnight schedule; result was improved performance to deliver clear, accurate, and creative stories in a deadline driven environment

NEWS PRODUCER

May 2018 - October 2020

WXMI Fox 17 News

- Line produced, wrote and copyedited scripts, assigned stories and led control room production for 60-minute nightside newscast
- Researched, pitched, produced, shot and edited features on communities of color
- Conducted field interviews for community segments and breaking news

MEDIA INTERN

September 2015 - May 2018

MSU Communications & Brand Strategy

- Orchestrated field shoots and interviews, and produced content for MSUToday, the campus' digital news hub
- Curated internal and external communications and social content to drive audience engagement

EDUCATION, AFFILIATIONS & ACHIEVEMENTS

BACHELOR OF ARTS, JOURNALISM & MEDIA AND INFORMATION

Michigan State University, May 2018

SPORTS JOURNALISM STUDY ABROAD, PARIS & ROME

Michigan State University, May-June 2016

2018 COMMENCEMENT SPEAKER

Michigan State University

NATIONAL ASSOCIATION OF BLACK JOURNALISTS, PROFESSIONAL MEMBER