

BRANDI SCARBER

STORYTELLER

A multimedia storyteller with a diverse portfolio developed during 9 years of professional & collegiate experience in television news, print media, film and communications.

(313) 728 - 2995 | scarberbrandi@gmail.com | whywithbrandi.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, iNews, AP style, camera operations, script writing, copy editing, show stacking, video/audio editing, 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

ADRIENNE CARR

Executive Producer, Scripps News
(414) 732-4331
adrienne.carr@scripps.com

PATRICK MCGOVERN

Fox News, Former EP at Scripps News
(630) 247-4844

JAUNE JACKSON

Senior Producer, Scripps News
(504) 458-1743
jaune.jackson@gmail.com

EXPERIENCE

WRITER/SEGMENT PRODUCER

Scripps News | September 2021 - Present

Produce segments for consumer, business and economy-focused show, "Main & Wall"
Build daily rundowns for "The Why"
Pitch, write and produce long-form explainer packages and segments for "The Why"

NEWS CONTENT PRODUCER

NBC Chicago | November 2020 - August 2021

Wrote daily scripts for morning newscasts
Edited all visual and audio elements daily for morning newscasts
Monitored breaking news and current events

NEWS PRODUCER

Fox 17 News | May 2018 - October 2020

Stacked and wrote/produced nightside newscasts
Researched, pitched and produced special segments and web stories
Recorded and packaged all story elements (audio track, graphics, b-roll)
Conducted field interviews with sources for television
Line produced live shows in control room
Monitored breaking news and current events

MEDIA INTERN

MSU Communications & Brand Strategy | September 2015 - May 2018

Covered events via narrative, photo and video for MSU Today
Orchestrated field 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 audio interviews for broadcast
Produced content for digital platforms

SPORTS INTERN

Channel 6 News | May 2017 - September 2017

Covered summer sports events
Shot and 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
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**