

Amelia Roberts

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EDUCATION

Bachelor of Science in Multiplatform Journalism
Bowling Green State University

PROFESSIONAL EXPERIENCE

Social Media Content Creator

April 2025-Present

Nomigo, Remote

- Filming, editing and posting TikTok videos promoting the app while maintaining brand consistency, reaching an average of 13,000 views weekly.
- Communicating complex clinical and psychological concepts into relatable, empathetic content to engage, support and educate viewers.
- Providing support and encouragement through in-app interactions and comment moderation, fostering a safe and inclusive community.

News Producer

July 2023-March 2025

WTOL 11 & FOX 36, Toledo, Ohio

- Curate and script compelling stories for a mass audience ensuring clarity, factuality and brand consistency.
- Write scripts, select video and design blocking, ensuring clear and impactful messaging for broadcasts.
- Manage live broadcasts, providing real-time assistance to talent and ensuring timely story updates, optimizing the viewer experience.

Public Information Officer

August 2022-July 2023

Ohio Department of Transportation, Bowling Green, Ohio

- Crafted and distributed press releases, social media posts and media statements to communicate key messages to the public and news outlets.
- Planned events including organizing public meetings, elementary school visits and career fairs, enhancing public and community engagement.
- Increased audience engagement by 15% through targeted social media graphics and monetized marketing advertisements reaching 8,000+ viewers weekly.

Lifestyle Content Director

May 2021-May 2022

Falcon Media, Bowling Green, Ohio

- Led a team of eight interns and reporters, fostering collaboration through pitch sessions and assigning stories, improving content output by 20%.
- Face to face marketed lifestyle content to the public and community, as well as through social media.
- Copy edited articles for both print and digital media, maintaining high-quality writing and adherence to deadlines.

Opinion Editor

August 2020-May 2021

The BG News, Bowling Green, Ohio

- Wrote and edited two opinion pieces weekly on topics such as politics, current events, and lifestyle, ensuring they resonated with the student and community audience.
- Crafted website for articles and news postings.
- Designed supplemental graphics using Canva to enhance visual storytelling and engagement with readers.

Editorial Intern

August 2021-December 2021

Adams Street Publishing, Toledo, Ohio

- Wrote and copy edited weekly articles about upcoming events and community outreach programs for print in The Toledo City Paper, Toledo Parent, Ann Arbor Family and Findlay Area Living.
 - Conducted weekly interviews with local experts and prominent figures in Northwest Ohio.
 - Updated online event calendars and optimized editorial content for web audiences.
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AWARDS AND HONORS

- Dean's List: Three semesters
- Thompson Working Families Scholarship Recipient
- University Freshman Academic Scholarship Recipient

SKILLS, SOFTWARE & TECH

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|---------------------------|------------------------|
| • SEO & SEM | • Hootsuite |
| • Social Media Management | • Crisis Communication |
| • Adobe Creative Suite | • Media Relations |
| • Google Analytics | • Brand Messaging |
| • AP Style | • Canva |
| • Event Planning | • ENPS |
| • Meta Business Suite | • Audacity |
| • Hubspot | • Canon Rebel T6i |
| • CMS (Wix, Wordpress) | • Nikon D3100 DSLR |