

Amelia Roberts

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PROFESSIONAL EXPERIENCE

News Producer

June 2025-Present

KVIA ABC-7, El Paso, Texas

- Breaking down press releases into compelling, concise news stories for broadcast and digital platforms.
- Creating broadcast content in a fast paced environment, while maintaining strong editorial judgment.
- Writing web articles and breaking news updates aligned with AP Style under tight deadlines.
- Produced live newscasts, coordinating with anchors, reporters, and control room to ensure smooth execution.

Social Media Manager

May 2025-June 2025

La Michoacana Plus, El Paso, Texas

- Launched TikTok account from scratch, gaining more than 900 followers through original short-form videos, with each video gaining an average of 17,000 views.
- Increased Instagram following by 100+ in under one month through targeted content.
- Shot, edited, and produced all content using brand-aligned visual strategy.
- Coordinated paid promotions with a community Instagram page to increase reach and foot traffic.

Social Media Content Creator

April 2025-June 2025

Nomigo, Remote

- Filmed, edited and posted TikTok videos promoting the app while maintaining brand consistency, reaching an average of 13,000 views weekly.
- Communicated complex clinical and psychological concepts through relatable, empathetic content to engage, support and educate viewers.
- Provided 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

- Curated and scripted 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.
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EDUCATION

Bachelor of Science in Multiplatform Journalism with a Minor in Popular Culture
Bowling Green State University, Bowling Green, Ohio

ADDITIONAL EXPERIENCE

Lifestyle Content Director - Falcon Media - Bowling Green, Ohio

May 2021-May 2022

Opinion Editor - The BG News - Bowling Green, Ohio

August 2020-May 2021

Editorial Intern - Adams Street Publishing - Toledo, Ohio

August 2021-December 2021

SKILLS

Media Relations ● Press Release Writing ● Social Media Strategy ● Crisis Communication ● Event Planning ● AP Style Writing ● Social Media Management ● Content Creation ● SEO/SEM ● Meta Business Suite ● Adobe Creative Suite ● Canva ● Google Analytics ● Hootsuite ● Client/Stakeholder Relations