

ANNIE MAPP

Bilingual Journalist

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<https://anniemapp2.journoportfolio.com/>

Atlanta, GA

EXPERIENCE

FOX5 Atlanta - Reporter

OCT. 2025 - PRESENT

- Report and produce compelling stories for live and digital newscasts
- Deliver accurate breaking news under fast-paced deadlines
- Identify community concerns by monitoring social pages and comments
- Write and create content for social media platforms

Capex AI - Scenario Writer/Chatbot Creator

APRIL 2025 - PRESENT

- Analyzes client brand materials to create personalized AI shopping assistants
- Writes compelling ad copy and selects imagery for chatbot pop-ups
- Collects data on chatbot performance and makes adjustments based on user interaction
- Creates marketing plans to reengage website visitors
- Identifies and contacts e-commerce companies to offer service

Spectrum Networks - National Bilingual Journalist

JAN. 2025 - OCT. 2025

- Monitored news statewide to identify and pitch story ideas
- Reported, wrote, recorded, and edited stories for newscasts
- Delivered accurate breaking news on live television and digital platforms
- Coordinated live-streaming operations as liaison between Los Angeles and New York assignment teams

IHeartMedia - Bilingual Traffic Reporter & Producer

APRIL 2024 - JAN. 2025 (PART-TIME)

- Reported on live traffic conditions in two languages, covering seven Florida regions
- Updated traffic activity using live maps and law enforcement data

WFLA News Channel 8 - Bilingual Reporter

MARCH 2022 - APRIL 2024

- Quickly informed the community during crises through live television reports, website articles, and social channels
- Monitored social media platforms to track breaking news events and discover parties of interest for stories
- Submitted records requests to government offices to include data in reports

EDUCATION

University of Mississippi | 2018

Bachelors: Journalism

Minor: Spanish

SKILLS

- AP Style
- Audio Editing
- Canva
- Copy Editing
- Crisis Communications
- Google Analytics
- Graphic Design
- Microsoft Office
- Public Speaking
- Records Requests
- Social Media
- Spanish
- TrafficNet
- Video Editing

ABC3340 – Multimedia Journalist

FEB. 2020 - FEB. 2022

- Actively monitored social media to track breaking news events across six counties in Alabama's largest television market
- Met strict deadlines to offer market viewers accurate information on live television reports and across social media

WBTW News 13 – Multimedia Journalist

JAN. 2019 - DEC. 2019

- Built relationships across various neighborhoods to understand community concerns
- Successfully used camera, video editing software, and live television equipment to create and distribute content across various platforms