ANNIE MAPP

Bilingual Journalist

(601) 988-2229
amapptv@gmail.com
https://anniemapp2.journoportfolio.com/
Atlanta, GA

EXPERIENCE

FOX5 Atlanta - Reporter

OCT. 2025 - PRESENT

- Deliver clear, high-impact messaging during high-intensity live broadcasts and social media coverage
- Pitch, conduct interviews, and edit video to produce compelling stories under tight deadlines
- Build trusted source relationships to secure exclusive interviews
- Monitor trends and public feedback to spot key community stories
- Create targeted social media content to boost reach and retain viewers

Capex AI - Chatbot Creator & Marketing Specialist

APRIL 2025 - PRESENT

- Design AI voice and text chatbots for e-commerce clients to drive sales and customer engagement
- Tailor AI messaging and prompts to match each client's unique brand voice
- Lead targeted B2B outreach to pitch services and secure new e-commerce clients
- Write high-converting copy for products, services, and ads to attract buyers
- Analyze performance data to refine chatbot flows and maximize conversion rates
- Direct AI video production from initial concept and scripting to prompting and final editing

Spectrum Networks - National Bilingual Journalist

JAN. 2025 - OCT. 2025

- Monitor statewide breaking news to shape daily national coverage plans for live television and social media
- Serve as primary liaison between New York and LA assignment teams to coordinate live media operations
- Gather video, conduct interviews, write, and edit complete bilingual news stories under tight deadlines
- Deliver engaging content across broadcast and social platforms tailored for diverse national audiences
- Manage multi-market digital channels to maintain consistent brand messaging across regional platforms

EDUCATION

University of Mississippi | 2018
Bachelors: Journalism
Minor: Spanish

SKILLS

- AP Style
- Artificial Intelligence
- Audio Editing
- Asana
- Canva
- Claude
- Copy Editing
- Excel
- GenSpark
- Google Analytics
- Google Workspace
- Graphic Design
- Microsoft Office
- Public Speaking
- Prompt Engineering
- Records Requests
- Social Media
- Slack
- Spanish
- TrafficNet
- Video Editing

IHeartMedia - Bilingual Traffic Reporter & Producer

APRIL 2024 - JAN. 2025 (PART-TIME)

- Translated complex, rapidly changing situations into clear, digestible updates for live broadcasts
- Monitored law enforcement feeds, dispatch logs, and GIS mapping software to track crashes, construction, and police activity
- Updated traffic management software in real time to ensure accurate, timely delay reporting for commuters
- Maintained deep geographic expertise on major roadways and multi-city infrastructure projects across several metropolitan areas

WFLA News Channel 8/Nexstar - Bilingual Reporter

MARCH 2022 - APRIL 2024

- Delivered live crisis communications across television, digital, and social media platforms
- Conducted in-depth research, built trusted source relationships, and filed public records requests with government agencies to uncover verified data
- Pitched storytelling opportunities, gathered video, interviewed key stakeholders, and edited news videos under strict deadlines
- Used digital listening strategies on social media to monitor trends, identify community concerns, and discover story leads
- Produced engaging social media content using field equipment and smartphones

ABC3340 - Multimedia Journalist

FEB. 2020 - FEB. 2022

- Interviewed, shot, and edited compelling stories for live TV and social media under tight deadlines
- Built relationships with key sources to secure exclusive leads, insider access, and break news early
- Monitored social media across six counties to spot emerging trends and drive community engagement
- Delivered well-verified communications to maintain audience trust

WBTW News 13/Nexstar - Multimedia Journalist

JAN. 2019 - DEC. 2019

- Built strong relationships with key stakeholders to understand community priorities and earn audience trust
- Filmed, edited, and published high-quality multimedia content for live TV, web, and social media platforms
- Tracked social media performance and viewer engagement to optimize digital reach and content strategy
- Pitched human-interest stories and community campaigns to engage diverse demographics across all channels
- Delivered accurate, timely communications to keep viewers informed