

ANNIE MAPP

Bilingual Journalist

(601) 988-2229

amapptv@gmail.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
- Source interviews and grow audience engagement through social media

Capex AI - Scenario Writer

APRIL 2025 - PRESENT

- Analyzes client brands to create personalized AI chatbot conversations aligned with brand voice and marketing goals
- Writes compelling ad copy and selected imagery for chatbot pop-ups to drive engagement
- Supports chatbot integration through JSON configuration and on-site deployment
- Implements nurture sequences to reengage visitors and support conversion funnels

Spectrum Networks - National Bilingual Journalist

JAN. 2025 - CURRENT (1-year contract)

- Monitored statewide developments 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 evidence 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

- Checked reference materials such as books, news files, or public records to obtain relevant story facts
- Successfully used camera, video editing software, and live television equipment to create and distribute content across various platforms