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Betsy Wallace

EDUCATION

Masters in Business Administration - 2012

University of Wisconsin- Madison

BA Political Science; German Linguistics -2004

University of Wisconsin- Madison

PROFESSIONAL

Editorial Director, Podcasts

WebMD/Medscape

April 2022 - present

- Develop and maintain an editorial calendar for 20+ condition-based podcast series for US Healthcare Practitioners. End-to-end production of podcasts, including script writing, on-air production and launch.
 - Topics: Cardio Kidney Metabolic Disease, Type 2 Diabetes, Obesity, Colorectal Cancer, RSV, Multiple Sclerosis, Myelofibrosis, Triple Negative Breast Cancer and Asthma

Freelance Audio Journalist | Producer

September 2018 - present

- Field reporting and audio episode production for Southern Foodway Alliance's Gravy Podcast
 - Episode: Apalachicola Oysters and the Battle for a Florida Bay (September 2024)
- Freelance Production for clients ranging from global companies such as Proofpoint (SaaS cybersecurity) to 3 Black Docs (Healthcare, oncology focus).

Podcast Producer

Sweet Fish Media

November 2021- April 2022

- Produced marketing podcasts for Fortune 5000 SaaS tech companies
- Managed weekly production timeline of 14 series, including all audio, visual and written content deliverables

Executive Producer, Host

Dinner Sisters Media Group

April 2018 - August 2023

- Executive produced and co-hosted 200+ podcast episodes
 - Cooked and reviewed three recipes per week, from popular food blogs, to help listeners figure out what to have for dinner.
 - Interviewed dozens of food experts including New York Times bestselling cookbook authors and onsite interviews at Foxfire in Appalachia and in with Katie Parla in Rome, Italy
 - Top 100 category in the Food category
 - 350,000 total downloads, average 13,000 downloads/month

AWARDS

2024 National Bronze Azbee Award, Podcast Episode: "RSV in Rural Communities: Lessons from Appalachia"

2023 Regional Bronze Azbee Award, Podcast Episode: "Can Cannabis Help in Multiple Sclerosis"