

Emily Fincher

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EDUCATION

Texas Christian University – Bob Schieffer College of Communication Fort Worth, TX
Bachelor of Science Journalism May 2025 **Minor:** Film Television, Digital Media

Achievements: Legislative Clerk Student Government Association, Semester Study Abroad London Program
GPA: 3.6 Dean's List (all semesters)

PROFESSIONAL EXPERIENCE

Executive Producer

TCU360

May 2024 – Present

- Produce weekly episodes for [The Leap](#), TCU 360's pop culture talk show, including scriptwriting, video editing, website uploads, and graphic curation.
- Make day-to-day and long-range executive publishing decisions for the organization.
- Responsible for managing an entire team including anchors, reporters, writers, editors, and an audience engagement team.

Magazine Writer, Spring Intern

Cent Magazine, London, UK

January 2024 – May 2024

- Write and pitch lifestyle and entertainment-focused stories for the [magazine](#), including press releases, product reviews, and feature articles.
- Collaborate with reporters, photographers, and videographers to cover art and style events, including London Fashion Week and art showcases.
- Review and test products, contact brands for updates, and maintain communication to share published stories.
- Promote stories on social media to maximize audience engagement and visibility.
- Develop story concepts and contribute to content strategy during internship abroad.

Audience Engagement Intern

Religion Unplugged Magazine, Dallas, TX

January 2023 – December 2023

- Maintain weekly communication with the Executive Editor and COO/Development Director to align on editorial and strategic goals.
- Report on global stories through the lens of religion for Religion Unplugged, a member of the Institute for Nonprofit News.
- Analyze data and content performance to drive audience growth and refine social media strategies.
- Create online features to enhance stories, such as through social media, video, audio and data visualizations via Instagram, Facebook, X (formerly Twitter), LinkedIn, YouTube, and Spotify/Apple Music Podcasts.
- Invent a consistent brand image for social media, enhancing online presence and strategically scheduling content to optimize reach and engagement.

DJ Host

88.7 KTCU "The Choice"

January 2022 – December 2023

- Host weekly show live on the radio.
- Reporting on news, sports, pop culture, music updates, concert reviews, local weather, and traffic updates.

Executive Audience Engagement Editor News Anchor, Field Reporter, and Video Editor

The Leap/Unscripted/TCU360

August 2021 – Present

- Anchor for sports talk show (Unscripted), live news show (News Now), and pop culture talk show (The Leap).
- Produce live news shows, including News Now, and create packages for broadcast.
- Conduct field reporting for Unscripted and The Leap, including interviews, filming, scripting, and editing.
- Collaborate on launching Unscripted, a sports talk show, contributing to its development and execution.
- Write, pitch, and edit stories for TCU 360, including [long-form pieces](#), while supporting reporters with story development and editing.
- Create social media posts for all TCU360 coverage on Instagram, TikTok, Twitter, and Facebook.

CAMPUS AND COMMUNITY INVOLVEMENT

Dean's List

August 2021 – Present

Alpha Chi Omega Fraternity, First Year Representative, Alumni Association Chair, Promoting Women's Center on Campus Chair

August 2021 – Present

Society of Professional Journalists

December 2022 – Present

Legislative Clerk, Student Government Association

August 2023 – December 2023

Christ Chapel Youth Leader

August 2022 – December 2023

SKILLS

Adobe Creative Suite: Illustrator Audition, Photoshop, Premiere Pro. **Proficient in Microsoft Office Suite:** Word, PowerPoint, Excel. **Additional Skills:** Scriptwriting, Parse.ly, WordPress, Slack, AP Style, Slack, Photography, Videography, Singing, Google Trends, Teleprompter Reading. **Content Creation and Social Media Management:** Final Cut Pro, iMovie, AP Newsroom, Instagram, Facebook, Twitter, Snapchat, TikTok, LinkedIn, Pinterest, YouTube, Later.