

SAMANTHA BOWERS

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ABOUT ME

Highly motivated and goal-oriented individual with experience in content creation across multiple platforms, video editing, social media and web writing. Experience building an online community, creating branded content and media planning. Seeking a full-time position in content creation.

EDUCATION

University of Missouri

- Bachelor of Journalism, emphasis in convergence reporting and minor in political science
- May 2019 graduate

EXPERIENCE

June 2019 - Present **Television Host and Producer**

Midday Madison on WKOW-TV (ABC)

- Host and produce WKOW-TV (ABC)'s local lifestyle show, Midday Madison.
- Manage Midday Madison social media accounts; share engaging and relevant content.
- Book and interview guests, edit interviews into engaging video segments for TV and the web.
- Write web stories for each segment on the WKOW website, including headlines to drive engagement.
- Identify current lifestyle trends to assure relevant content on the show.
- Book and schedule all guests for the show. Maintain a consistent brand and tone to reach target audience.

June 2018 - August 2018 **Branded Content Intern**

XO Group (The Knot, The Bump and The Nest)

- Worked closely with The Studio team of editors to brainstorm and create sponsored campaigns for brands on The Knot, The Bump, and The Nest.
- Wrote sponsored social media posts and brand-integrated articles for The Knot, The Bump, and The Nest.

July 2016 - May 2019 **Blogger**

"The Fit Brunette"

- Planned and wrote sponsored content across multiple platforms and worked closely with brands to assure messaging was in line with target audience's interests.
- Past notable social media partnerships and campaigns include Volkswagen, Fabletics, Garmin, and Nordstrom.

February 2018 - May 2019 **Digital Producer and Anchor**

KOMU 8 News (NBC)

- Produced social media posts for the KOMU 8 News Facebook and Twitter accounts.
- Wrote web stories over breaking news for the KOMU 8 website.
- Anchored weekly entertainment and sports blocks for various newscasts.

SKILLS

Video editing	Adobe Premiere Pro	Adobe Audition	Public speaking
Copywriting	Adobe Photoshop	Social media strategy	Time management
Interviewing	Adobe Lightroom	Branded content creation	Audience development
