

# MADISON ALEWEL

SKILLED COMMUNICATIONS  
PROFESSIONAL

## PERSONAL PROFILE

My passion is storytelling and I strive to tell important stories in a compelling, fair and creative way across all platforms.

## WHY HIRE A FORMER TV NEWS ANCHOR/REPORTER?

Beyond being a trained verbal and written communicator, sharp interviewer and fact-gathering perfectionist, I'm a media pro who can produce unique, concise and engaging written and video content under tight deadlines.

## CONTACT INFORMATION

(702) 300-4863  
madisonalewel@hotmail.com

## SKILLS & ABILITIES

Adobe Premiere  
AP Style  
Buffer  
Branding  
Community Engagement  
Copyediting  
Customer Service  
Editorial Design  
Edius  
Identity Development  
iMovie  
Microsoft Office Suite  
Photography  
Public Speaking, On-Camera and Live  
Social Media Content Creation  
Strategic Planning  
Time Management  
Typography  
Videography

## EMPLOYMENT HISTORY

### Regional/Marketing Manager

#### Pinot's Palette (2017 - Present)

- Mastermind targeted social strategy for three locations in the Las Vegas area
- Develop cross-platform content, including photos, videos and blogs, for social channels
- Collaborate with franchise owners and corporate operations to ensure communication and collateral are on brand
- Orchestrate community partnerships to grow brand recognition and build relationship with target audience
- Design calendar of events to maximize revenue for studios
- Create monthly employee work schedule
- Manage daily operations at studios, including supervising 30 employees

### Primetime Anchor/Reporter

#### KFDA NewsChannel10 CBS (2016-2019)

- Senior level anchor/reporter skilled at handling live shots, breaking news and fast-paced storytelling
- Anchored most-watched evening newscast in the Texas Panhandle region
- Tasked with copyediting all scripts, teases and graphics to ensure shows were accurate
- Mentored reporters and producers to develop their journalism and storytelling skills
- Pitched impactful and exclusive community-oriented news stories by developing relationships with local, state and federal leaders as well as sources who trusted the integrity and quality of my work
- Strategized with digital media team to write and post content for station website and social media channels
- Worked with management to craft daily coverage plan while meeting strict deadlines

### Weekend Anchor/Producer

#### KFDA NewsChannel10 CBS (2015-2016)

- Managed a weekend news team while making critical editorial decisions for broadcast
- Solo-anchored all newscasts
- Championed all weekend social media content for station's social platforms

### Reporter

#### KFDA NewsChannel10 CBS (2013-2016)

- Researched, gathered, wrote, edited and presented news reports on live television, tackling complex subjects in a clear and concise manner

## EDUCATION HISTORY

### University of Missouri-Columbia School of Journalism

Bachelor of Journalism (May 2013)

### IES Study Abroad - Barcelona, Spain

Liberal Arts and Business Program (Jan. to April 2012)