

Brittany Caldwell

407-867-1665 • brittanyacaldwell99@gmail.com

Portfolio: <https://www.brittanyacaldwell.com/>

Objective

To work as a writer for web and social media platforms.

Experience

Editorial Assistant, *Innovative Publishing*, Remote, June 2025-Present

- Proof copy for industry and association publications.
 - This includes reading for AP style, grammar and spelling.
- Write general interest and research articles for magazine publications.
- Pull digital statistics for publications using Blue Toad.
- Compose mailing lists for publications using Microsoft Word Mail Merge and Microsoft Excel.
- Curate e-newsletter for editor to send over to Georgia Trial Lawyers Association.

Content Creator, *WFTV Channel 9*, Orlando, Florida, June 2022-November 2024

- Handled breaking news and assignment desk duties.
 - Breaking news included multitasking in a fast-paced environment, coordinating crews for media coverage, and communicating with producers and managers.
 - Assignment desk duties included contacting PIOs, answering phone calls from viewers and passing along story tips to reporters and photographers.
 - Often led nights and weekend shifts with little to no supervision.
- Wrote digital stories for the WFTV website.
 - Wrote event coverage, previews, local crime, entertainment and lifestyle content from press releases on short deadlines.
- Composed social media posts and mobile app push notifications.
 - Planned social media strategies, including photos and videos on Facebook, Instagram and X.
 - Used an app push platform to craft news and weather app notifications for social media engagement.

Reporter, *Charge On Air* (formerly *UCF Knightly News*), University of Central Florida, August 2021-April 2022

- Pitched, shot, and edited VOs, VOSOTs, and packages for daily webcasts and weekly newscasts.
 - Researched story ideas on social media, local news and event calendars.
 - Pitched story ideas to a professor and peers in a class setting.
 - Edited videos using Adobe Premiere Pro.
 - Shot videos using Canon camera.
- Anchored and produced shows with 13 other team members.
 - Spoke on camera for newscasts with a teleprompter, script and rotating production crews.
 - Produced and coordinated a 30-minute newscast.

Digital intern, *WKMG News 6*, Orlando, Florida, January 2022-April 2022

- Wrote daily stories for breaking news and events as well as multiple profile feature stories.
 - Assigned stories and took initiative on choosing which stories took priority.
 - Helped contribute stories to be used in the *Central Florida Happenings* newsletter.
- Clipped newscasts to post on web stories using Wildmoka.
 - Used my knowledge of video editing to clip videos to post on the website.
- Edited reporter copy and expanded knowledge of AP style.

Brittany Caldwell

407-867-1665 • brittanyacaldwell99@gmail.com

Portfolio: <https://www.brittanyacaldwell.com/>

Reporter, *The Charge* (formerly *NSM Today*), University of Central Florida, January 2020-April 2022

- Wrote news and feature stories using BLOX CMS.
 - Learned and maintained AP style writing in a class setting.
 - Interviewed faculty, staff, students and alumni in person and through virtual methods.
- Pitched story ideas in the UCF community, including a front-page story about a James Webb Space Telescope researcher.
 - Researched story ideas on social media, local news and event calendars.
 - Pitched story ideas with pre-reporting facts and details in a class Facebook group.

Staff writer, *Centric*, University of Central Florida, August 2021-December 2021

- Assisted digital team with creative ideas and stories for the digital and social media strategy.
 - Volunteered to be on the social media group assigned for the magazine issue and web content.
- Developed a feature story about a marathon runner and UCF alumna for the print magazine.
 - Pitched, interviewed and wrote the story that evolved into two installments.

Intern, *Central Florida Public Media*, Orlando, Florida, May 2021-August 2021

- Enhanced audio editing skills with Adobe Audition.
 - Clipped segments of interviews recorded for show as sound bites.
- Conducted research, formed questions and wrote web stories for *Intersection*, the weekly public affairs show.

Education

Bachelor of Arts in Journalism, University of Central Florida, Fall 2018-Spring 2022

- Minor in Sociology
- Magna Cum Laude honors
- Member, UCF Chapter, Phi Eta Sigma Honor Society, January 2019-April 2022

Skills

- Proficient in editing in iMovie, Adobe Premiere Pro and Adobe Audition.

Leadership

Communications Chair, UCF Chapter, Society of Professional Journalists, January 2021-December 2021

- Organized a weekly email newsletter to send to over 30 members.

References

- Rick Brunson, Senior Journalism Instructor at the University of Central Florida, 407-823-3151, richard.brunson@ucf.edu
- Jason Kelly, former Digital Executive Producer at WFTV Channel 9, 407-489-9685, jasonkellywftv@gmail.com
- Christopher Heath, Communications Professor at the University of Central Florida, ChristopherAHeath@gmail.com

Additional references available upon request.