



# MADISON MILLER

Journalist & Marketing Specialist

<https://madisoncatherinemiller.com/>

## CONTACT

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🏠 Sarasota, FL

## EDUCATION

**Penn State University**  
**Donald P. Bellisario College of**  
**Communications**

May 2023

B.A. Broadcast Journalism

Minor: Media Studies

John Curley Center for Sports  
Journalism Certificate

## SKILLS

- Social Media
- Digital Marketing
- Adobe Products
- Live Reporting
- Video Editing
- Content Creation
- Communication
- Ross Inception
- Feature Writing

## AWARDS

June 2020 | Lenape District

**Cheryl Haines Germinario Award of**  
**Excellence in Television**

## EXPERIENCE

### Morning News Anchor & Reporter |SNN & WFLA Channel 8

Sarasota-Tampa, FL | February 2025 -Present

- Produced and anchored daily morning newscasts while curating multimedia content aligned with organizational messaging, audience needs, and brand voice
- Developed high-quality video stories from concept to completion, including scripting, shooting, editing, and delivering content across broadcast and digital platforms
- Identified and executed compelling storytelling opportunities, highlighting community voices, human-interest features, and institutional priorities
- Collaborated with newsroom leadership and cross-functional teams to create scripts, storyboards, and production plans for in-depth features and special segments
- Managed end-to-end video production, including lighting, audio capture, and editing using Adobe Premiere Pro and other industry-standard tools

### Social Media Content Coordinator | Memphis 901 FC

Memphis, TN | February 2024 - December 2024

- Served as lead graphic designer, videographer, and photographer for 901 FC.
- Collaborated with sponsorships to create multimedia content.
- Managed 901 FC's River Kit and Community Kit launches on all social media platforms.
- Scheduled content across all platforms including: Twitter (X), Facebook, Instagram, TikTok, YouTube, LinkedIn, Snapchat, Pinterest, Medium and others.
- Provide in-game coverage, team news & info, and community initiatives through socials.
- Created voiceover narration for all reel content.

### On-Air Feature Content Specialist | Penn State Athletics

State College, PA | August 2021 - December 2023

- Created multimedia content for social media platforms, bringing in over 500k views.
- Provided live game coverage through live tweets, IG Reels, and post game interviews.
- Launched a weekly sports video, covering updates on various Penn State teams.
- Produced compelling feature stories on student athletes that were distributed on social media, and web platforms.

### Sideline Reporter | Big Ten Network

State College, PA | August 2022 - December 2023

- Provided pregame, halftime, and postgame analysis.
- Conducted interviews with coaches and athletes.

### Sports & News Anchor | Centre County Report

State College, PA | August 2023 - December 2023

- Served as a weekly sports and news anchor.
- Researched compelling stories in Centre County, PA.
- Filmed, edited, weekly field reporting packages for the newscast.
- Assisted with graphics, teleprompter and audio when producing.
- Produced social media content during live newscast.

### Sports & News Anchor | Penn State Network Television

University Park, PA | August 2020 - May 2021

- Assisted in developing segment ideas, and anchored the live newscast.
- Designed graphics for social media platforms.
- Reported at on campus events and national news coverage.