



BOBBI MCSWINE



CONNECT
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PROFILE

Detail-oriented and innovative Communications & Social Media Manager with extensive experience in multimedia journalism and content creation seeking to leverage managing social media platforms and driving engaging content strategies.

SKILLS

- Anchoring
- AP Style
- Content Creation
- Communication
- Copy Editing
- Creative Writing
- Critical Thinking
- Investigative Research
- Production
- Writing
- Social Media
- Teamwork
- Time Management
- Videography
- Video Editing

EDUCATION

2015-2019

University of Illinois Urbana-Champaign
B.S., Journalism

WORK EXPERIENCE

Communications & Social Media Manager

Kentucky Derby Museum | Louisville, Kentucky | Jul. 2023 - Present

- Oversees and produces daily and long form content on all social media platforms
- Analyzes data collected on all social media engagement
- Responds to concerns, questions, and comments
- Pivots to timely, unplanned tasks related to social media channels
- Assists direct manager with external and internal communications
- Creates and distributes employee newsletter
- Engages audience with compelling social media content

Multimedia Journalist

WHAS | Louisville, KY | Nov. 2021 - Jun. 2023

- Pitched, shot, and edited news stories that served Kentucky and Southern Indiana
- Covered ongoing investigations stemming from the social unrest in 2020
- Served as a newsroom source for political topics
- Covered the first new mayor Louisville's had in 12 years
- Emmy-nominated for coverage of Western Kentucky tornadoes in December 2021
- Provided historical context and data within reports
- Wrote corresponding web stories
- Posted on social media platforms in a way that engaged our audience
- Created compelling content with use of graphics within stories

Multimedia Journalist

WTVQ | Lexington, KY | Nov. 2019 - Nov. 2021

- Pitched, shot, and edited new stories that served Central Kentucky every day
- Responded to breaking news in a timely and responsible manner
- Coordinated compelling stories relating to the ongoing coronavirus pandemic
- Covered nearly each night of the police accountability protests in 2020
- Promoted to MMJ position within 4 months of my employment with WTVQ

Web Content Producer

- Wrote and edited stories for WTVQ's website
- Posted content to social media platforms
- Served as a main point of contact in the newsroom
- Contacted law enforcement and other local authorities for information and accuracy
- Listened to scanners for information

Multimedia Intern

Free Spirit Media | Chicago, IL | May 2016 - Oct. 2019

- Produced stories relating to the Chicago Public School Union strike in 2019 Multimedia Intern
- Produced digital content for 'The TRiiBE,' an online publication
- Gathered census information ranging from 2010 to 1840 for a documentary
- Created a documentary highlighting the school-to-prison pipeline pertaining to African American youth in Chicago
- Served as the executive editor for the documentary

Multimedia Intern

Illinois Public Media | Champaign, IL | Sept. 2018 - May 2019

Multimedia Intern

WLS | Chicago, IL | May 2018 - Aug. 2018