

# Beth Bradford

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## EXPERIENCE

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### Health News Writer

Static Media

May 2022 - Present

- Researched medical websites and research databases for articles.
- Authored 2-3 mini-feature articles per week using best SEO practices.
- Composed time-sensitive pieces within a two-hour deadline.
- Interpreted scientific research findings into 300-700-word articles for general audiences.

### Media Producer and Writer

Brad4d Wellness

August 2018 - Present

- Shot and edited digital media featuring body, mind and spirit wellness.
- Created 3 podcasts a week focusing on insights from spiritual leaders and philosophical works.
- Wrote more than 200 articles bridging scientific research with life balance.
- Initiated social media marketing plans for increased visibility.
- Constructed website's design and content.

### Visiting Assistant Professor

La Salle University

August 2018 - May 2022

- Designed more than 100 online tutorials and instructional materials for e-learning.
- Taught 6 multimedia production (Final Cut X, Adobe Premiere, Adobe Audition) and visual storytelling courses to a diverse student body.
- Developed lesson plans for face-to-face, online, and hybrid deliveries through Canvas LMS.

### Assistant Professor

Florida Southern College

August 2007 - June 2018

- Conducted quantitative research studies for national conferences.
- Developed lesson plans for 10 academic courses in theory, research, writing, and video production.
- Advised more than 25 students each semester for academic, personal and career planning.

### Visiting Assistant Professor

Mississippi State University

August 2005 - July 2007

- Taught electronic news writing and nonlinear editing courses to a diverse student body.
- Created lesson plans for face-to-face courses.

### Photojournalist

WJZ-TV

January 1997 - August 2000

- Shot, edited, and produced videos on various topics for daily newscasts.
- Collaborated with reporters, assignment editors, and producers to meet frequent deadlines.
- Operated satellite and microwave technology to run live remote telecasts.

### Photojournalist

FOX 45 WBFF-TV Baltimore

January 1996 - January 1997

- Covered a wide range of news stories, including crime, politics, and medical stories.
  - Shot video and interviews for a 10 p.m. nightly newscast.
  - Researched and produced independent long-form feature stories.
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## **EDUCATION**

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### **Doctor of Philosophy (Ph.D.), Mass Communication/Media Studies**

The University of Alabama • 2005

### **Master of Arts (MA), Telecommunication and Film**

The University of Alabama • 2002

### **Bachelor of Arts (B.A.), Mass Communication/Media Studies**

James Madison University • 1991

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## **CERTIFICATIONS**

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### **Meta Social Media Marketing Specialization**

Coursera • 2022

### **SEO: Videos**

LinkedIn • 2022

### **SEO Foundations**

LinkedIn • 2022

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## **SKILLS**

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**Industry Knowledge:** Research, Video Editing, Public Relations, Journalism, Quantitative Research, Social Media Marketing, Copy Editing, Multimedia Journalism, Video Production

**Tools & Technologies:** Microsoft Office, Facebook, Microsoft Excel, PowerPoint, HTML, Final Cut Pro, Adobe Creative Suite, Adobe Audition, Adobe Premiere Pro, Content Management Systems (CMS), IBM SPSS

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## **SUMMARY**

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Experienced communication specialist with a demonstrated history of working in higher education and broadcast journalism. Skilled in social media marketing, writing, copyediting, research, non-linear video editing, video photography, and public speaking. Strong media professional with a Doctor of Philosophy (Ph.D.) in Mass Communication from University of Alabama.