

Beth Bradford

 [in/bethbradford](https://www.linkedin.com/in/bethbradford)  bethbrad4d.com

SUMMARY

Experienced broadcast photojournalist and educator with expertise in covering diverse health topics and producing engaging multimedia content. Proven ability to communicate complex medical information in a clear and accessible manner.

EXPERIENCE

Health News Writer

Static Media

May 2022 - Present, New York, NY

- Researched medical websites and research databases for articles.
- Authored 2-3 mini-feature articles per week using best SEO practices.
- Composed compelling time-sensitive content within a two-hour deadline while working in a remote setting.
- Interviewed subject matter experts for long-form news articles.
- Interpreted scientific research findings into 300-700-word articles for general audiences.
- Pitched story ideas based on trending topics to improve Google search rankings.

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, Philadelphia, PA

- Managed a wide variety of communication activities such as video tutorials, written educational resources, internal messaging to students, and digital presentations.
- Taught multimedia production (Final Cut X, Adobe Premiere, Adobe Audition) and visual storytelling courses emphasizing creative visual and audio methods to enhance story narratives.
- Employed hands-on learning of video equipment such as prosumer video camcorders, DSLR cameras, and high-quality microphones for video and audio production.
- Created extensive teaching modules on using Google and Facebook analytics to audit audience activity and tailor content based on marketing principles and audience analysis.

Assistant Professor

Florida Southern College

August 2007 - June 2018, Lakeland, FL

- Instructed students on the multimedia journalism process including story ideation, arranging and conducting interviews, shooting b-roll, post-production editing, and exporting content in the appropriate aspect ratio for each video, web, or social media platform.
- Created web and social media content to further the goals of the broadcast, print, and online media major while attracting prospective students.
- Coordinated with communication colleagues in developing and implementing communication strategies and tactics to solve problems and address challenges within the department and college.

- Collaborated with diverse groups, academic departments, and administrative teams to devise promotion strategies for lectures that significantly influenced both the college and local community.
- Directed the assessment of academic rigor throughout the college curriculum while ensuring appropriate processes were followed.

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, Baltimore, MD

- Developed close working relationships with fellow reporters and photojournalists as well as public information officers from large corporations, local government entities, and public officials.
- Collaborated with reporters, assignment editors, producers, and public affairs specialists to develop visually compelling stories to inform the public.
- Covered major news stories such as political inaugurations, national disasters, and sports events.
- Produced and edited feature stories for several daily newscasts.

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.

Photographer
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April 1994 - December 1995, York, Pennsylvania Area

- 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.
- Assisted news director in starting up news operation

Photojournalist
Montgomery Community Television Inc.

November 1991 - April 1994, Rockville, MD

- Shot and edited news stories for daily cable newscast

EDUCATION

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

CERTIFICATIONS

Meta Social Media Marketing Specialization

Coursera • 2022

SEO Foundations

LinkedIn • 2022

SKILLS

Industry Knowledge: Video Editing, Social Media Marketing, Public Relations, Journalism, Broadcast News, Copy Editing, Multimedia Journalism, Video Production

Tools & Technologies: Final Cut Pro, Adobe Creative Suite, WordPress, Canva
