

# HANNAH EASON AMADO

## MULTIMEDIA JOURNALIST

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### PROFILE

I am a multimedia journalist who creates engaging digital content while juggling breaking news. I love having the flexibility to tell stories through a multitude of mediums, including live video, social media and in-depth data reporting.

### SKILLS

- Producing live video content
- Digital and social media strategy
- Graphic design
- Breaking news writing
- Tailored headline writing
- Data visualization
- Copy editing in AP Style
- Television production using AP ENPS
- News and commercial on-air work
- TegnaOne, Arc and Wordpress systems
- Adobe Audition, Premiere and InDesign
- Microsoft Excel and Access

### AWARDS

#### Virginia Press Association

- 2nd Place: Data Journalism, 2024
- 1st Place: Education Writing Portfolio, 2020
- 2nd Place: General News Writing, 2021

#### Society of Professional Journalists

- Robert D.G. Lewis First Amendment Award, 2020

#### Mark of Excellence, Region 2:

- Online In-Depth Reporting (Large), 2021, 2020
- Breaking News Reporting (Large), 2020

#### Hearst Journalism Awards

- Breaking News Competition, 2020

### EDUCATION

#### VIRGINIA COMMONWEALTH UNIVERSITY

Bachelor of Science in mass communications  
Broadcast journalism major, political science minor

### EXPERIENCE

#### TEGNA | Norfolk, Va.

##### *GROWTH PRODUCER, SEPTEMBER 2025 - PRESENT*

- Create social media content for 50 TV stations nationwide
- Assist local markets with coverage during impactful news events
- Optimize local headlines and reframe digital content for a national audience
- Track analytics and SEO trends to identify stories ripe for optimization

#### WVEC 13News Now | Norfolk, Va.

##### *SENIOR DIGITAL PRODUCER, DECEMBER 2024 - SEPTEMBER 2025*

- Led a team of digital producers creating content for 4 million monthly users
- Contributed to breaking news writing, in-depth reporting and copy editing
- Created attention-grabbing social media graphics and short-form videos
- Identified live video opportunities and produce content for 13NewsNow+ app
- Optimized all web content with a focus on sharp headlines and readability

#### The Virginian-Pilot | Norfolk, Va.

##### *DIGITAL EDITOR, MARCH 2022 - DECEMBER 2024*

- Utilized FOIA to create interactive databases, infographics and reports
- Produced engaging social media content and push alerts
- Coined creative headlines and wrote captivating morning newsletters
- Copy-edited and promoted content that reached 200,000 digital subscribers

#### WWBT NBC12 | Richmond, Va.

##### *MORNING SHOW PRODUCER, JULY 2021 - MARCH 2022*

- Gathered local and national content for two 30-minute newscasts
- Wrote and determined showcasing for all segments
- Directed each newscast and coordinated all reporters and talent

##### *DIGITAL CONTENT PRODUCER, MAY 2020 - JULY 2021*

- Wrote news and feature web articles for nearly 200,000 daily users
- Created social media posts and innovative graphics for more than 650,000 users
- Produced push alerts for more than 40,000 app users

#### WRLH FOX Richmond | Richmond, Va.

##### *ON-AIR PERSONALITY, JANUARY 2020 - JULY 2021*

- Hosted on-air community calendar segments for ConnectRVA
- Conducted on-camera interviews with clients and community organizers
- Selected content and wrote ConnectRVA scripts

#### SummitMedia | Richmond, Va.

##### *ON-AIR PERSONALITY, PROMOTIONAL ASSISTANT, AUGUST 2017 - MAY 2020*

- Hosted a weekly broadcast and voiced commercials
- Produced morning shows, traffic reports and live broadcasts
- Coordinated client events throughout the Richmond area