

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 video, social media and in-depth data reporting.

SKILLS

- SEO and Google Analytics
- Designing social media graphics
- Filming and editing short-form content
- Breaking news writing
- Tailored headline writing
- Data visualization
- Copy editing in AP Style
- Television producing 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

WVEC 13News Now | Norfolk, Va.

SENIOR DIGITAL PRODUCER, DECEMBER 2024 - PRESENT

- Lead a team of digital producers creating content for 4 million monthly users
- Track SEO trends and assign necessary social media and story assignments
- Act on breaking news with prompt web stories and captivating push alerts
- Create attention-grabbing social media graphics and short-form videos
- Identify live video opportunities and produce content for 13NewsNow+ app
- Contribute to news-gathering, in-depth reporting and story pitches
- Optimize all web content with a focus on sharp headlines and readability

The Virginian-Pilot | Norfolk, Va.

DIGITAL EDITOR, MARCH 2022 - DECEMBER 2024

- Used FOIA to create a salary database for 110,000 Virginia state employees
- Utilized data to create interactive infographics and long-form reports
- Produced engaging push alerts sent to more than 70,000 users
- Coined creative headlines and wrote captivating morning newsletters
- Copy-edited and promoted content that reached 200,000 digital subscribers
- Produced engaging social media posts on Twitter, Facebook and Instagram

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
- Monitored police scanners and social media platforms for breaking news

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
- Frequently contributed to assignment desk duties

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