

Mallory Moreno

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Experience

ON AIR TALENT

RADIO NOW 100.9 · INDIANAPOLIS, IN · November 2018 - April 2020

Perform night live air shift 7p-12a ; voice track weekend shifts; create topical content; stay up to date with pop culture and core artists, interact with listeners on the air, on social, and in the streets; host live remote broadcasts; emcee station-sponsored events; write entertainment and lifestyle blogs daily; conduct interviews with artists; co-host a weekly pop culture video series, assist in music scheduling meetings

SIDELINE REPORTER

GLVCSN · INDIANAPOLIS, IN · MARCH 2017 - 2020

Provide sideline updates & conduct interviews for GLVC tournaments; promote GLVCSN production on UIndy campus; produce promo videos; emcee GLVC basketball tournament; assist with social media duties during tournament; coordinate with Athletics Staff; serve as a mentor during GLVCSN Extra Credit initiative

DIGITAL MEDIA MANAGER

88.7 WICR-FM · INDIANAPOLIS, IN · MAY 2017 - 2019

Manage 2 web and 4 social media accounts; create visual & original content for social platforms; generate online reach & engagement; extend brand recognition online; produce reports assessing trends & engagement; schedule content with weekly calendars; lead department meetings

ON AIR PERSONALITY

88.7 WICR-FM HD1 & HD3 · INDIANAPOLIS, IN · SEPTEMBER 2015 -2019

Host a weekly 3 hour Urban Contemporary format afternoon drive show; produce on air promos; program & schedule music through G-selector; staff promotional events; produce live talk shows; report game coverage as a sideline reporter, color commentator, & play by play announcer; Write and deliver news & sportscasts

BASEBALL SOCIAL MEDIA INTERN

KOKOMO JACKRABBITS · KOKOMO, IN · MAY 2017 - AUGUST 2017

Live tweet during games; create graphics; photograph action shots and fans; respond to guests concerns via social media; Assist in development of press releases

Education

B.S. Degree - Communication

Concentration in Electronic Media & Sports Information

University of Indianapolis May 2019

Cumulative GPA: 3.98

Technical Skills

- * Adobe Creative Suite
- * P1 Sales Training Certified
- * WideOrbit
- * Voxpro
- * COMREX Access
- * AudioVault Suite
- * Videography & Photography w/ a DSLR
- * Social Media Strategy
- * Web Design

Awards

- * Outstanding Freshman in Communication, *UIndy* - 2016
- * 3rd Place, IASB Radio Imaging - 2017
- * Outstanding Student in Sports Information, *UIndy* - 2018
- * NAB Radio Show Scholarship 2018 and 2019
- * All Access Ria's Rising Star WWRS Scholarship - 2019
- * BEA Award of Excellence, On Air Personality - 2019
- * 2nd Place, IASB On Air Personality - 2019
- * Outstanding On Air Radio Personality, *UIndy* - 2019
- * Outstanding Student in Electronic Media, *UIndy* - 2019
- * Elisa Bowen Award for Excellence in Radio, *UIndy* - 2019