

Mia Celine Mendez

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Mia is an Emmy-nominated media professional with a B.S. in Electronic Media Broadcasting and over five years of experience in producing and editing. She has a proven track record in leading teams, managing content, and ensuring accuracy and clarity in news coverage. Skilled in project management, copywriting, and crisis communication, Mia is eager to contribute to Newsweek's editorial team as a Deputy Weekend Editor.

CORE COMPETENCIES

- Copywriting and editing
- Deadline Management
- Crisis Communication
- High-level accuracy
- Long-term planning
- Leadership
- News judgement
- Interpersonal Communication

PROFESSIONAL EXPERIENCE

SPECTRUM NEWS

July 2022 – Present

5p Lead Producer

- Led content strategy and production for a primetime newscast, overseeing a team of 50+ reporters to ensure fair, balanced, and accurate news coverage every weeknight from 5p-4a.
- Managed breaking news coverage under high-pressure situations, making critical editorial decisions and coordinating real-time responses.
- Specialized in investigative research and data analytics, contributing to in-depth, high-impact stories.
- Supervised and mentored a team of producers and executive producers, fostering a culture of collaboration and journalistic excellence.
- Developed and executed special projects, including special coverage and long-form specials, enhancing audience engagement and representation of the local communities covered.

DIG LOCAL

March 2020 – June 2022

PR and Marketing Specialist

- Managed up to 50 client relationships, expanding by 40+ members, by streamlining media content and developing a branded content database for social media platforms.
- Spearheaded social media strategy, increasing followers by 250+ in 30 days and growing newsletter subscribers to 50k+ using analytical and creative insights.
- Collaborated on the creation of the Dig Local 3.0 application and new website, reaching 34.4k+ accounts monthly, enhancing digital presence on iOS and Android.

AppTV

March 2020 – June 2022

Associate Producer | Appalachian Weekly News, Buenos Dias Boone and Hi, Neighbor!

- Led production for three weekly 30-minute news programs, managing teams of 20+ to deliver compelling, well-researched content.
- Collaborated with reporters and producers to shape editorial direction, ensuring accuracy and clarity in coverage.
- Learned the foundation of copy-editing scripts to align with journalistic standards, covering a wide range of topics from weather to public policy.
- Worked closely with leadership to develop special segments, ensuring continuity and engagement across newscasts.

EDUCATION

B.S. Electronic Media Broadcasting, Appalachian State University, Boone, North Carolina, 2019 - 2022

TECHNICAL SKILLS

Adobe Creative Suite | 8 years, In-Booth Producing | 5 years, Copy editing | 5 years

AWARDS

Emmy-nominated for Evening Newscast | 2024 Midsouth Regional Emmy Awards

1st place 2022 David L. Adams Apple Awards | NYC CMA | Best Tweet

Finalist in Region 2 | SPJ Mark of Excellence Award: Winter Weather in Boone

RELEVANT LINKS

[LinkedIn](#) | [Website](#)