

# Kim Schaid

(262)-325-0298

kschaid93@gmail.com

www.kimberlinschaid.com

www.linkedin.com/in/kimberlinschaid

## EDUCATION

University of Wisconsin-Madison

School of Journalism and Mass Communication

B.A. in Journalism, May 2016

## OBJECTIVE

Seeking a full-time reporting position with a news station

## EXPERIENCE

NBC-15 Madison— Sports Team Intern

2016-present

Shot video highlights and sound for events including Green Bay Packers training camp and games

Facilitated viewer participation and engagement through social media outlets in the studio and out in the field during live events

Produced, anchored and edited packages using Edius software

Operated camera during live shots at Lambeau Field using LiveU

The Badger Sports Report — James L. Hoyt Student Intern

2014-present

Selected for scholarship position by a committee representing Badger Sports Properties, UW Intercollegiate Athletics and UW-Madison and was invited back for a second year

Shot video highlights during football and men's basketball practice and games

Generated ideas and angles for feature stories and interviewed coaches and players during practice and postgame

Produced sit-down interview content for the show alongside The Voice of The Badgers, Matt Lepay and head coaches

Wisconsin-Athletic Communications — Student Intern  
2012-2014

Wrote press releases, feature stories, postgame recaps and mediated live game blogs for division I athletic teams at the University of Wisconsin

Manned twitter and facebook accounts for multiple sports

Updated rosters, bios, feature stories and the home page for UWBadgers.com using content-management system, Netitor

Wrote feature stories which were published on UWBadgers.com in Varsity Magazine

**Computer Skills**

- Microsoft Office
- Final Cut Pro
- Edius
- iNews
- LiveU
- InDesign
- Photoshop
- Wordpress
- Netitor
- Lexis Nexis
- Facebook
- Twitter
- Pinterest
- Instagram

**Events Covered**

- Hockey City Classic-Chicago 2013
- Big Ten Football Media Days-Chicago 2013
- Big Ten Championship-Indianapolis 2014
- Elite Eight-Omaha, Neb. 2015
- Final Four-Indianapolis 2015
- National Championship-Indianapolis 2015
- Sweet Sixteen-Philadelphia 2016
- Green Bay Packers Training Camp and Regular Season 2016
- Lambeau Field College Classic 2016
- Seniors Tour Golf Event
- American Family Championship Madison, WI 2016
- Worked Wisconsin Away Big Ten Football Games at Purdue, Iowa, Nebraska, Northwestern, Illinois and Minnesota