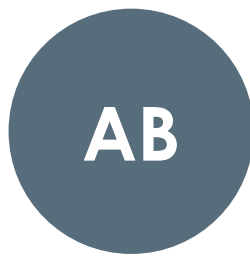


• Contact

-  Columbia, SC, 29201
-  (772) 418-3758
-  abutterson@live.com
-  @abutterson
-  @abutterson

• Skills

- Building guest relationships
- Strong research skills
- Excellent communication abilities
- Verifying facts
- Time management
- Sports expertise
- Event coverage
- Organizational turnaround
- Project Management
- On Air Presence
- Editing on Video and Audio
- Teamwork and Collaboration



Alyssa Butterson

Broadcast Journalism

Dedicated sports reporter and host moving the media world to a more forward-thinking mindset with a demonstrated track record of accomplishment.

Result-driven journalist with extensive executive-level experience and proven vision to lead any media platform organization to continuous growth. Running routine operations while also adapting to the media worlds changing demands.

• Work History

2022-02 -
Current

Carolina Showcase Host

Sinclair Broadcast Group, Columbia, SC

- Delivered national and local sponsor interviews that are featured on WACH FOX on weekdays.
- Recorded, Edited and delivered interviews in a timely manner
- Sharing news and promotional news with the community in a entertaining and interactive way

2020-09 -
Current

CEO/Host

Opinions On Pickens , Columbia , SC

- Host a weekly podcast
- Manage all details of podcast including researching and scheduling guest, local sponsorships, and social media
- Mentored and guide senior employees to improve effectiveness and overall business operations, resulting in improved employee job satisfaction and higher performance levels
- Devised new promotional approaches to boost customer downloads and market penetration while enhancing engagement and driving growth

on all social platforms.

- Assisted editing for podcast audio and visuals
- Presented developments in stories and recordings.
- Followed-up on leads for information regarding news and events.
- Established and maintained relationships with credible sources, guest and sponsors
- Drafted news headlines for broadcasting to capture listeners with clear and condensed topics.
- Professional on air presence
- Interviewed guest from all walks of life and cultures for sports stories.
- Collected interviews from various sources to determine facts and opinions and created a cohesive story for television or radio broadcast.

2017-05 -
Current

Runner

ESPN, Bristol, CT

- Traveling to Monday Night Football Games, NFL Games, and Pro Bowls to assist Senior Producers in various aspects
- Pick-ups and Drop offs of talent and crew.
- On set deliverers of scripts to anchors and guest before each block in live shows.
- Food orders and deliverers for talent and crew .
- Maintained accurate logs of all deliveries and trips.
- Established relationships with talent and crew on each assignment to build loyalty

2014-05 -
2021-03

Bartender Shift Manager

Henry's On Devine , Columbia , SC

- Performed opening and closing duties, printing sales reports, setting up for incoming shift, preparing cash drawers and taking inventory.
- Oversaw and monitored cash drawers and reconciled drawers against cash register reports at close of business.
- Organized bar inventory and storage procedures

to keep stock within optimal levels and meet expected customer demands.

- Performed opening and closing duties, printing sales reports, setting up for incoming shift, preparing cash drawers and taking inventory.
- Created balanced shift schedules to keep bar reasonably staffed during peak periods and maximize earnings for bartenders.
- Managed bar inventory, restocked supplies and placed orders for spirits, beer, wines and mixers.
- Handled simultaneous customer, team and business needs while avoiding unnecessary delays or errors.

2019-08 -
2019-12

Anchor, Reporter, Producer and More

Carolina News , Columbia , SC

Senior Semester is the Capstone program for the Broadcast Journalism program at the University of South Carolina. Each day students ran two daily newscast LIVE at 4 and 4:30 PM. We conducted daily morning meetings and work together each day to hit a deadline at 3 PM. Each day a new role was assigned to each student, which included each job in a news studio (anchor, sports reporter, weather) and in the control room (director, producer, audio, etc.)

- Coordinated with producers and on-air talent to create program content, new ideas and segments.
- Guided producers and engineers in best story development practices and sound design concepts to encourage innovation in production technique.
- Delivered live reports from site of event and from mobile broadcast unit.
- Responded 24/7 to emergencies and breaking news stories with strong sense of urgency.

2019-01 -
2019-08

Live Broadcasting

Carolina News , Columbia , SC

Carolina News is an elite internship on campus that

was a combination of two Professors and four students. Each week our class had exclusive access to South Carolina home Football, Basketball, Baseball, and Softball games where students would be placed in pairs and record a live broadcast from a media booth. Post games we would interview players and coaches live.

- Researched and prepared to cover both home and away teams in sporting events covered and accurately reported during live broadcasting.
- Edited audio from live broadcasting
- Interviewed players and coaches to provide post-game analysis.
- Conducted interviews and collected information, pictures, videos and sound from various sporting events.
- Offered on-air game predictions by researching past trends and statistics.
- Announced play-by-plays to give detailed, sequential descriptions and running accounts of actions.

2013-05 -
2019-05

Sideline Reporter and Host

SGTV, Columbia, SC

SGTV creates informative and entertaining programming that is specific to USC students but enjoyable by all. Our organization gives students a practical application of Media Arts and Journalism coursework in a safe learning environment where taking risks and trying new things are encouraged. SGTV prepares students to be competitive in the job market and gives them a chance to share their voice. While apart of SGTV you are treated like a reporter and journalist in the real world. Given assignments to cover live events and games.

- Covered live home sporting events weekly with eye for detail and Important information.
- Established and maintained relationships with credible sources.
- Interviewed Players and Coaches after games
- Access to before and after game press

conferences to gain knowledge of event or game covering

- Covered over 100+ home football, basketball, and baseball games.

- **Education**

2011-08 -
20192

Bachelor of Arts: Broadcast Journalism

University of South Carolina - Columbia - Columbia, SC