

# MICHELLE SPROAT

## BROADCAST CONTENT PRODUCER

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### CAREER OVERVIEW

I am a Broadcast Content Producer with nearly a decade of experience writing for television broadcasts and four years of experience as a line producer for a top 25 market. I also have experienced in graphic design, marketing, and small business management.

### EDUCATION

#### LINDENWOOD UNIVERSITY BA JOURNALISM

2014-2018  
Minor: Media Literacy  
Minor: Gender Studies

### SKILLS

- AP Style
- Broadcast Script Style
- Copy Editing
- Detail Oriented
- Interpersonal Communication
- Media Trend Monitoring
- Multimedia Content Sharing
- News Gathering
- News Production
- Sports Writing
- Sports Production
- Video Editing

### COMPUTER APPLICATIONS

- iNEWS
- EDIUS
- Adobe Creative Suite
- Microsoft Office
- Canva
- ENPS

### EXPERIENCE

#### PER DIEM NEWSWRITER/PRODUCER

WBBM CHICAGO | JUNE 2025 - PRESENT

#### BROADCAST CONTENT PRODUCER

KSDK-TV, ST. LOUIS | MARCH 2022 - MAY 2025

#### MARKETING DIRECTOR/RETAIL MANAGER

BIKE STOP CAFE | SEPT. 2018 - JAN. 2022

#### ASSIGNMENT DESK EDITOR/PRODUCER

KMOV-TV, ST. LOUIS | OCT. 2018 - OCT. 2019

#### NEWS PRODUCER/DIRECTOR OF SPORTS

LUTV | AUG. 2014 - DEC. 2016

### AWARDS

#### NATAS MID-AMERICA EMMY - WINNER

NATAS Mid-America Student Television Awards  
Sports - Live Event  
Lindenwood Lions Football vs Missouri Southern

#### NATAS MID-AMERICA EMMY - WINNER

NATAS Mid-America Student Television  
Sports Program  
Lion Pride Sports

#### SPJ REGION 7 MARK OF EXCELLENCE - WINNER

Television General News Reporting  
"Yik Yak Takes Lindenwood By Storm"

#### SPJ REGION 7 MARK OF EXCELLENCE - WINNER

Television Sports Photography,  
"Lindenwood Men's Water Polo Hosts Tournament"