

# Andrew Freeman

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Demo Reel: <https://youtu.be/uIH3dzMsbyw>

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## EXECUTIVE SUMMARY

Seasoned multimedia journalist and storyteller with nearly a decade of experience across television, digital, and social media platforms. Skilled at translating complex political, legal and community issues into clear, accessible stories for a diversity of audiences. Passionate about life in Austin and helping my neighbors navigate its challenges through information, connection and community.

## WORK EXPERIENCE

**Creative Operations Assistant**    *Kannon Callis LLC Digital, Boise, ID*    October 2025-Present

- Produces, writes and edits 10+ branded social media posts a week across TikTok, Instagram, Facebook, LinkedIn and YouTube, including reels, carousels and blogs.
- Built and manages marketing systems and content calendars across multiple brands, including PMI of Tree City, Kannon Real Estate and *The Callis Mindset* Podcast.
- Proficient at tools like Canva, UnSplash, CapCut and Simple Cast to create content, boost brand visibility and drive engagement.

**Multimedia Journalist**    *CBS Austin, Austin, TX*    July 2023-August 2025

- Produced timely and engaging content across broadcast, digital and social media platforms for a diversity of audiences in the Greater Austin area every single day.
- Reported on state and local politics, government, healthcare, consumer news and community issues with a focus on ensuring clarity and accessibility.
- Researched and collaborated with government officials, agencies, businesses and community stakeholders to gather information and deliver accurate reports.
- Managed demanding deadlines which included live broadcasts, media inquiries, video production and breaking news.
- Created and maintained a strong digital presence through daily social media updates, live streams and web publishing. Content saw thousands of views, with one YouTube video in particular reaching more than 85,000 people.

**Multimedia Journalist**    *Spectrum News, Rochester, NY*    May 2018-May 2023

- Enterprised, wrote, shot and edited both short-form and long-form reports on politics, courts and community issues.
- Delivered clear and accurate coverage of government and legislative matters which impacted local audiences.
- Produced content for broadcast, web and social media platforms daily, increasing audience engagement across multiple channels.

**Multimedia Journalist***KXII- News 12, Sherman, TX*

June 2016-May 2018

- Reported across seven counties in southern Oklahoma on complex topics which included crime, politics, and the courts.
- Published stories online and managed social media platforms to help extend audience reach.
- Helped manage the station website and monitored digital content performance.

**SKILLS AND STRENGTHS**

- Exceptional verbal communication skills with an innate ability to quickly build rapport with diverse audiences, including internal and external stakeholders/partners
- Excellent writer capable of adopting or adapting to new brand voices with ease
- Skilled at time management and working under tight deadlines
- Adept at using social media to share a variety of content from video clips and photo galleries to live threads and broadcasts
- Strong team player, skilled at collaborating with internal and external stakeholders across multiple projects at once
- Expert at writing, copyediting and digital content production (AP Style)
- Skilled at translating complex policy, healthcare, and government issues into clear, engaging stories for the public
- Excellent at SEO and data collection, analyzing metrics to evaluate content effectiveness
- Knowledge of government structure and the legislative process, current events and social media trends

**TOOL PROFICIENCIES**

- Proficient with Office 365, Adobe Creative Cloud (Premiere, Photoshop, Adobe Acrobat), Final Cut, Sony Vegas, Dalet, AVID, Canva and CapCut
- Adept at using iPhone, Sony and GoPro to film content
- Experienced with Facebook, X, Instagram and dashboards like X Pro and Tweet Binder
- Knowledgeable of WordPress, Wix and Storyline

**AWARDS, ACTIVITIES AND HONORS**

- Greater Austin Book Festival, Author (May 2025)
- GoldenEye Award Recipient, Journalism (February 2025)
- Author of *Welcome to Wis' Apothecary*, young adult fantasy series (2021-Present)
- Isshinryu Karate Kai, 3rd degree Black Belt (February 2010-Present)

**EDUCATION****Bachelor of Arts in Journalism (Broadcast Journalism)**

Spring 2016

- Mayborn School of Journalism, University of North Texas
- Minors: Political Science, Communications.