

CARLY BAYSINGER

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SUMMARY

Multimedia storyteller and content strategist with 4+ years' experience that includes producing daily and breaking coverage in English and Spanish. Regularly collaborates with leadership to use data analytics to drive audience growth.

WORK EXPERIENCE

KTBC Fox 7 (Austin, TX)

Mar. 2025 – Present

Assignment Editor

- Collaborated with newsroom leadership to launch "Austin Now" and expand audience engagement strategies
- Built relationships with public officials and emergency responders to break stories ahead of competing stations
- Managed field crew assignments and coordinated coverage across photo, design, and social media teams

Newscast Producer

- Grew multi-platform viewership 101% per Nielsen by focusing coverage toward community and cultural stories
- Anchored "Fox 7 Español" segments and interviewed local cultural figures for "Fox 7 Austin News at 6"
- Introduced AI tools into newsroom workflows for script drafting, graphics, and video transcription

KBTX Media (Bryan, TX)

Jan. 2024 – Mar. 2025

Newscast Producer

- Built a database of 25+ community contacts to strengthen local coverage for 20 assigned newscasts per week
- Wrote interview questions for live segments with national political correspondents covering election headlines
- Reviewed court and legal documents to identify story leads and developed story frameworks for field reporters
- Managed archival of station content (legal documents, photos, videos, graphics, press releases, and newscasts)

Lynntech (College Station, TX)

Aug. 2023 – Dec. 2023

Project Management Specialist

- Partnered with Ph.D.-level engineers and scientists to translate technical data into reports for DoD leadership
- Managed spending and labor allocation across multiple concurrent defense-funded research projects

Jane Long Intermediate (Bryan, TX)

Aug. 2022 – Aug. 2023

English Language Arts Instructor

- Designed and delivered bilingual lesson plans for 100+ at-risk students with wide-ranging learning needs
- Communicated with parents in English and Spanish to support student progress and academic development

SKILLS

- **News Mediums:** Digital, Broadcast Television, Live Streaming, Social Media
- **Content Creation:** Adobe Creative Cloud, Canva, Microsoft Office, AI tools (Copilot, Gemini), Edius, BitCentral
- **Distribution Platforms:** Facebook, X, Instagram, TikTok, YouTube
- **Media Strategy:** Editorial & Content Calendar Planning, Audience Metrics Analysis, Traffic Optimization

EDUCATION

Texas A&M University

May 2022

B.A. in Spanish (GPA = 3.90)

Gray Television

Sept. 2024

Advanced Newscast Producer Training