

CARLY BAYSINGER

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SUMMARY

Multimedia bilingual storyteller with 4+ years of experience partnering with executive leadership, reporting teams, and production crews to elevate daily coverage beyond news announcements into deeply reported, premium feature content. Proven track record of leveraging data analytics to drive significant viewership growth under tight, breaking deadlines.

SELECTED WORK EXPERIENCE

Newscast Producer & Assignment Editor

Mar. 2025 – Present

KTBC Fox 7 News (Austin, TX)

- Boosted multi-platform viewership by 101% based on Nielsen ratings and Google Trends data by pivoting content strategy to connect more authentically with local audiences via increased community and cultural narratives
- Regularly pitched station improvement ideas to senior newsroom leadership, resulting in new productions such as, “Austin Now” and engagement strategies expanding on-air personalities’ reach on TikTok and Instagram
- Monitored local emergency feeds to spot high-impact story ideas, leveraging relationships with public officials for behind-the-scenes access while partnering with photo, design, and social media teams to deploy field crews
- Anchored Fox 7 Español segments for website and social media platforms and executed on-the-ground interviews for broadcast with high-profile cultural figures and local community organizations
- Scaled content production by integrating AI tools into daily newsroom workflows to optimize script drafting, graphic generation, and video transcription

Newscast Producer

Jan. 2024 – Mar. 2025

KBTX Media (Bryan, TX)

- Produced the Brazos Valley’s highest-viewership weekday 5 PM and 10 PM newscasts and leveraged a self-built database of 20+ community contacts to elevate local outreach narratives
- Built live talk-back segments with Washington D.C. Bureau national political correspondents throughout the 2024 election cycle, and developed anchor interview questions to explore rapidly emerging headlines
- Collaborated with studio leadership and digital content teams to identify, re-design, and execute inbound marketing strategies for 20+ weekly live events from initial planning stages through final distribution.
- Identified original news leads through the analysis of complex court and legal data, establishing story frameworks that field reporters developed into high-impact broadcast segments resonating with Central Texas demographics
- Routinely archived station digital content including legal documents, photos, videos and graphics, press releases, and newscasts through content management systems (CMS) including BitCentral

KEY SKILLS

- **News Mediums:** Digital, Broadcast Television, Live Streaming, Social Media
- **Content Creation:** Edius and BitCentral for asset management, Adobe Creative Suite, Microsoft Office, and AI resources (Microsoft CoPilot, Google Gemini) to produce and manage newscasts, livestreams, and social media
- **Platform Expertise:** Facebook, X, Instagram Reels and Tiktok, Canva, and Youtube for creating, publishing, and managing content
- **Media Strategy:** Editorial & Content Calendar Planning, Brand Voice Management, Audience Metrics Analysis, Traffic Optimization

EDUCATION

B.A. in Spanish (GPA = 3.90)

May 2022

*Minor in Hispanic Community Studies and Engagement; History
Texas A&M University (College Station, TX)*

Advanced Newscast Producer Training

Sept. 2024

Gray Television (Waco, TX)