

ALEXANDRA BOTTI

radio producer & digital storyteller

SUMMARY

Versatile producer with strong news judgment and a passion for making compelling public radio. Editorial leader who has played a key role in seeing two national public radio programs through major news events of the last 5 years. Skilled audio and digital storyteller with a proven record of smart, engaging writing and editing for national airwaves and the web. Sharp communicator and team player who thrives on experimentation.

EXPERIENCE

Senior Producer

New York, NY

The Takeaway, WNYC and PRX

February 2019-present

- Oversee daily production of *The Takeaway* from start to finish
- Craft a daily rundown of stories, lead editorial meetings, and assign segments to producers
- Manage a team of 6-8 producers booking and scripting the show
- Edit audio and scripts for each day's segments; book and write segments as needed
- Write and produce daily national promos for the show
- Manage intern program, train interns on pitching stories, audio editing, and writing for air
- Liaise with WNYC newsroom and WNYC Studios podcasts on collaborations, as well as national outlets including The New York Times
- Pitch live on air during WNYC fundraising campaigns, voice various spots throughout the year
- Manage travel with the show's host for live broadcasts from stations across the country
- Execute original reporting projects: "Life After Overdose," based on my reporting out of Ohio on the opioid crisis, was aired nationally in June, 2019

Producer

New York, NY

The Takeaway, WNYC and PRX

January 2017-January 2019

- Pitch story ideas for daily show, with a particular focus on women's issues and the opioid crisis
- Book and script 4-5 segments a week
- Step in as senior producer as needed: performed this role about 25% of the time in 2018 as the show was undergoing major change
- Execute original reporting for the show
- Pitch live on air during fundraising campaigns, voice various spots for WNYC

Producer

Washington, DC

The Diane Rehm Show, WAMU

May 2014-December 2016

- Produced one to two programs each week from start to finish: developed and researched topics, booked guests, wrote scripts, cut audio clips for air, executed social media elements, directed live shows
- Created web content in conjunction with the live show, including new audiograms for Twitter and Facebook
- Crafted original audio content for NPR One; edited raw show audio daily for the DRS podcast
- Managed rebroadcasts; found creative ways to repurpose archived content in new digital formats
- Managed interns, after creating the show's first structured intern program
- Pitched live on air during fundraising campaigns, voice underwriting for WAMU and The Diane Rehm Show
- Reported for the WAMU newsroom: first piece went live on air and online September 2016

Web Writer/Editor/Translator

Boston, MA and Washington, DC

*Freelance**August 2011-July 2014*

Produced strategic content and developed winning communications campaigns across a variety of platforms and topic areas. Key clients include:

- *TripAdvisor*: Created educational content for B2B division of the largest travel community on the web, from in-depth marketing guides to social media content across more than ten points of sale; developed a successful how-to B2B video series
- *Blu Homes*: Ghostwrote new columns on Huffington Post Home and Inc.com on behalf of Blu Homes co-founder and VP Maura McCarthy, reaching a monthly online audience of more than 13 million
- *Georgetown University*: Editor-in-chief of the Linguistics Monthly Newsletter for linguists worldwide; reported, wrote, and edited original content on latest research and linguistics at work in the everyday
- *MONCLARITY*: Edited and translated blog entries from English to French on neuroscience research, as explained for the average reader

Contributing Writer

Somerville, MA

*The Somerville Times (was The Somerville News)**Fall 2010-Fall 2012*

- Reported on local events with a focus on the arts and education

Marketing Communications Manager

Waltham, MA

*Blu Homes**June 2010-August 2011*

- Managed all marketing and communications efforts for the then startup green tech company
- Secured features in local and national media, including USA Today, NPR, and CBS Sunday Morning
- Grew the combined Facebook and Twitter audience by more than 10 thousand in first months
- Created in-depth marketing collateral, messaging, and strategy for major campaigns
- Wrote press releases, speeches and presentations for key announcements

Consumer Public Relations Specialist

Newton, MA

*TripAdvisor**June 2008-June 2010*

- Developed and managed messaging for major communications campaigns
- Launched and analyzed consumer surveys and polls
- Trained team members on tools and best practices
- Contributed creatively to press releases, surveys, and other consumer PR efforts
- Supervised TripAdvisor's world-famous Travelers' Choice Awards
- Promoted from Communications Associate after one year

EDUCATION

Georgetown University

Washington, DC

*M.A. Sociolinguistics with honors, concentration in Language & Communication**May 2014*

- Highlighted coursework: Intercultural Communications, Discourse Analysis, Discourse and Social Media, Language and Identity

Smith College

Northampton, MA

*B.A. cum laude, English Language and Literature, French Studies**May 2008***Paris IV La Sorbonne**

Paris, France

*Master's level French and English language, literature, and history courses**2006-2007***Harvard University Summer School**

Cambridge, MA

*Graduate Journalism Proseminar: Writing and Reporting**Summer 2010*

ADDITIONAL SKILLS

Fluent French, basic Spanish, audio editing (DAVID, Pro Tools, Adobe Audition), content management systems, basic HTML, social media fluency (Facebook, Twitter, Instagram, more), voice work

OTHER

Long-time ballet teacher and professional modern and contemporary dancer. Most recent teaching work includes: ongoing private classes; faculty, Metropolitan School of the Arts (Lorton & Alexandria, Virginia); faculty, Jose Mateo Ballet Theater, Boston, MA

-References and samples of my work are available-