Haley Helenbrook

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Audio/Video Production & Editing	Digital Distribution & Audience Growth
Podcast & Radio Programming	Adobe Audition, NexGen, WideOrbit
Copywriting & Interview Prep	Board Operation & Remote Recording
Content Strategy & Script Development	Social Media & Marketing Coordination

Degree: **BS, Advertising**, Texas State University
Minor, Popular Culture Studies

Industries: Podcasting, Broadcasting, Live Music, Public Relations

CHRONOLOGICAL WORK HISTORY

Producer/ Editor, BTPM NPR (2023- Present)
Buffalo, NY

- Produce and edit weekly episodes and digital deliverables for *Group Chat*, and contribute to *Tapestry, Truth Be Told* and *Skin in the Game*, upholding NPR editorial standards and maintaining consistent release schedules
- Record quality voice over content for on-air ads, balancing sponsor objectives with editorial integrity and consistent on-air sound
- Package and distribute content across radio, streaming platforms, and podcast directories, coordinating with multiple departments to align messaging, delivery timelines, and broadcast requirements for beginning-to-end podcast production

Podcast Producer, Blaze Media (2021- 2026)
Irving, TX

- Produced a weekly podcast reaching an average audience of 50,000 downloads, fostering consistent engagement and listener growth
- Edited 30+ audio deliverables each week across five concurrent series with Adobe Audition, ensuring broadcast-quality production and timely release
- Researched trending topics and audience insights to develop fresh segments, secure compelling interviews, and shape innovative show structures

RELEVANT WORK HISTORY

Promotions Assistant, iHeart Media (2018-2019)
Dallas,TX

- Spearheaded promotional campaigns, community events, and street team activations, ensuring seamless execution from planning through on-site engagement
- Strengthened client relationships by coordinating with advertisers and account managers to execute event logistics and targeted social media strategies
- Drove revenue growth, audience ratings, and digital traffic by providing cross-departmental support for Programming, Digital, and Sales initiatives