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

Audio 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 seamless execution

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
- Research 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