



# Frankie McLister

Represented by **The NWT Group**  
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<https://NWTgroup.com/client/frankiemclister>

## EXPERIENCE

### American Airlines, Fort Worth, TX

2022 – Present

- Spearheads crisis communication, responding to mitigate potential risks
- Provides executive-level support to the COO, including advising on LinkedIn profile management, speechwriting and other tasks
- Crafts impactful internal and external narratives that resonate with the brand's core values
- Contributes to captivating social media content and copy while preserving the brand's distinctive voice
- Offers strategy and communication expertise to internal client, the 'Safety Systems, Efficiency and Compliance Department'
- Plays integral role in 24/7 on-call media relations rotation as company spokesperson, addressing pivotal situations, media requests

### Operations Communications/ Issues Response Specialist

### Phoenix Sky Harbor International Airport/City of Phoenix Aviation Department, Phoenix, AZ

2021 – 2022

- Skillfully planned, drafted and curated organic content to digitally market airport's voice on key major social media platforms
- Served as media liaison and 24/7 on-call Public Information Officer, managing crisis communications effectively
- Developed comprehensive branding guidelines, monitored digital platforms and airport signage
- Led crisis communications efforts, ensuring reputation management during critical periods

### Digital Content Officer/ Public Information Officer

### KTVK/KPHO, Phoenix, AZ

2021 – 2021

- Pitched, produced and reported news stories, including breaking, hard news and features on tight deadlines
- Stayed updated on events and trends to strengthen personal and station brand across social media accounts and websites
- Formed valuable connections with community members and PR professionals

### Reporter

### KVOA, Tucson, AZ

2020 – 2021

- Pitched, shot, wrote (AP style), edited and reported breaking, hard news and feature stories under tight deadlines
- Planned, scheduled and executed weekly interviews, while flexibly adapting during breaking news situations
- Utilized creative storytelling while ad-libbing and conducting live shots on-air
- Served as emcee at events, embodying station brand while contributing to growth of morning show ratings

### Multimedia Journalist/Reporter

## Awards

- 2021 Edward R. Murrow Award Overall Excellence
- Christine K. Wilkinson Leadership Award
- SPJ Mark of Excellence Award General News Reporting
- Cooney Leadership Scholarship

## Skills

- Language: Spanish – Advanced speaking/Advanced reading, writing
- Content Management/Creation: All major social media platforms (Facebook, Instagram/Threads, LinkedIn, Pinterest, TikTok, Twitter/X, YouTube) + SEO, Hootsuite, AWS, Bamboo, iNews, ENPS, WordPress, Wix, Weebly, Edius, Adobe Premiere, Avid, iMovie, Movie Maker, Adobe Audition, Final Cut Pro, Adobe Photoshop, Google Drive

## Education

**Arizona State University, Walter Cronkite School of Journalism and Mass Communication, Phoenix, AZ**

Master's in Mass Communication  
Bachelor of Arts in Journalism and Mass Communication

**Universidad Pablo de Olavide  
Sevilla, España**  
International Business Certificate

## Leadership

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- National Academy of Television Arts & Sciences
  - Lone Star Chapter: Board of Governor
  - Rocky Mountain Southwest Chapter: Former Board of Governor/Social Media Chair
- The Society of St. Vincent de Paul de North Texas: Vincentian
- Young Catholic Professionals, Dallas Chapter: Member
- IBEXClub: Member
- Arizona State University Leadership Scholarship Program: Former Scholar
- Society of Professional Journalists, Cronkite School Chapter: Former Co-President
- Apple, Inc.: Former Campus Rep for Apple's higher education initiatives

## Social Media

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@FrankieMcLister  
2.3K followers



@frankiemclister1  
2.3K followers



@frankiemclister  
3.3K followers



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## WestStar Multimedia Network's "The Kim Komando Show"

Phoenix, AZ

Segment Booker/Producer/Production Assistant

2017 — 2020

- Executed live filming using various camera equipment (Steadicam, Ronin, JIB, etc.), adhering to show director's instructions
- Researched and scheduled segments, screened calls and organized weekly rundown, made on-camera appearances as needed

## NBC News, New York, NY

TODAY Show Intern

- Proposed story pitches for senior/executive producers, organized guest check-in, provided support for smooth, live-segment transitions
- Managed interactions with daily fan audience on TODAY Show Plaza
- Assisted in remote interview and video shoot setup and transitions