



Frankie McLister



Represented by **The NWT Group**
JenDahl@NWTgroup.com 817-987-3600

<https://NWTgroup.com/client/frankiemclister>

EXPERIENCE

American Airlines, Dallas, 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, Phoenix, AZ

2021 – 2022

Digital Content Officer/Public Information Officer

- 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

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

- 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



@FrankieMcLister
2.3K followers



@frankiemclister1
2.3K followers



@frankiemclister
3.3K followers



Frankie McLister

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