

MARY MERCADO

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Emmy Award Winning Television Producer • Print and Broadcast Journalist • PR Professional

SKILLS

- Experienced network level broadcast writer and senior producer with extensive expertise in live, big event specials and programs
- Successful segment & full-length programming producer - live or taped -- long form, short form, news, documentary style, reality, talk, entertainment, lifestyle, healthcare, and sports.
- Exceptional interview skills, adept at building trust and eliciting great sound bites
- Advanced investigative/research skills
- AP style, "active voice," broadcast, digital and print writer.
- Experience using Word Press, Constant Contact and other digital writing platforms as well as all social media platforms
- Highly organized project manager
- Experienced at auditioning talent, managing large crews, location scouting, logistics management, post-production oversight and media training
- Familiar with video transmission platforms including satellite, LiveU/TVu, FTP and multiple web transfer programs.
- **Sample reel:** www.MercadoFreshMedia.com

EXPERIENCE

ABC News/Disney • Los Angeles Bureau/New York City/Houston,TX • September 2015-present

Part-time Producer for ABC News/Mercado Fresh Media Owner/Broadcast Writer/Producer-

Produce broadcast segments as needed across the state of Texas for ABC News/Good Morning America/World News Tonight/Nightline, GMA3. Responsibilities include producing live breaking news, gathering accurate details and conducting "on

camera" interviews with law enforcement, government officials and/or witnesses in a fast-paced, high-stress environment for the nation's #1 morning show and other broadcasts. Experience researching, investigating and digging deep for story details. Adept at managing production crews and coordinating "live shots" and other story details with New York producers and logistics supervisors.

Also, freelance field producer and writer for other corporate and network outlets such as Comcast. I continue to write scripts as needed for the *Goodtaste with Tanji* Show.

Goodtaste with Tanji Patton • San Antonio, TX • March 2016 – March 2020

Supervising Producer-

Oversee all facets of production for weekly restaurant/food show airing in 15 major markets in Texas including San Antonio, Austin, Houston and Dallas, as well as Nashville, TN. Manage crews in all facets of production including scheduling, booking guests, pre-producing segments, editing and post-production. Manage all digital production including Goodtaste website using Word Press, plus editing tri-weekly newsletters to more than 100,000 subscribers using Constant Content. Write long-form segment scripts along with lining up show content and writing show intro's and teasers.

Show samples: <https://www.goodtaste.tv/goodtaste-tv/>

KSAT-TV12 • San Antonio, TX • February 2014 – May 2015

Producer, SA Live

Launched KSAT's #1 afternoon variety/talk show "SA Live"

Developed original show format, created innovative and entertaining show content, helped hire staff, booked guests, and created workflow procedures. Developed key relationships with local business and community leaders, public relations firms and KSAT clients. Managed day-to-day show operations and staff. I also produced Spurs championship celebrations and multiple Fiesta specials for the station.

WXYZ-TV, Channel 7 • Southfield, MI • March 2003 – January 2014

Local Programming Producer- Part-time, then Contract Employee 2005-2014

Wrote and produced dozens of ratings-grabbing television programs as well as hundreds of broadcast & digital commercials for leading Detroit ABC Station and HGTV. Wrote and produced numerous healthcare related projects including "Healthy Living" – a weekly informative segment for Henry Ford Health System for more than three years.

Lead producer for HGTV's "Rebecca's Garden" produced at WXYZ for Scripps Cable Network.

Lead producer and project manager for all WXYZ high profile, multi-camera event specials including NAIAS (North American International Auto Show), Woodward Dream Cruise, Detroit Mayoral debates, Monday Night Football specials, parades and multiple lifestyle, holiday, healthcare and home improvement programs.

Portland, OR/Detroit, MI • 1992-2003

Freelance Writer

Wrote ad copy, news articles, press releases, and brochures for dozens of local publications and corporate clients.

KATU, Channel 2 • Portland, OR • 1997-1998

News Planner and Writer

Researched and developed stories for newscast, wrote stories for broadcast, answered viewer calls and assisted assignment desk

Miami Herald • Miami, FL • 1990-1992

Stringer/Writer/City Desk

Regular contributor for Miami Herald including features, education, crime and obits. Also worked on the "City Desk".

EDUCATION

Brigham Young University – Idaho, Professional Studies Major, Graphic Design certificate, in progress. Anticipated graduation April 2023.

Brigham Young University, Broadcast Communications Major, Provo, UT

-Worked a full year for free at campus station KBYU-TV

Santa Barbara City College, Journalism Major, invited to work on College newspaper
University of Utah, Communications Major

ADDITIONAL SKILLS AND EXPERIENCE

-Web and social media copy, still photographer

-Fluency with Adobe Creative Suite including Illustrator, InDesign and Photoshop

-Special expertise in planning and executing large community event specials, healthcare, automotive industry, culinary and clean energy technology.

-Proficient INEWS user, familiarity with Final Cut Pro/Premiere Pro editing, Microsoft Word, Excel and PowerPoint. Extensive experience using Word Press and Constant Comment Newsletter software.

- Simple video editing. Video shot on my iPhone has appeared on GMA and World News Tonight.

VIDEO CLIPS AVAILABLE

Website: <https://www.mercadofreshmedia.com/tasty-samples>

CREDITS

- **ABC News/Good Morning America** – Field Producer, Found and secured “exclusive” interview with John Jay High School Football players. Also covered Dallas Police Shootings, Sutherland Springs Church Shooting, Austin Bombings, multiple floods and tornadoes. Interviewed US Olympic Swim Team for GMA.
- **ABC News/Good Morning America** – “Girl can’t stop sneezing” – conducted interview, managed crew and field produced segment -- currently with more than 20 million views on YouTube!
<https://www.youtube.com/watch?v=duiNVWE0KH4>
- **Jimmy Kimmel Live** – Field Producer, 2014 NBA Finals – “Lie Witness News”
- **“Rebecca’s Garden”** – Lead producer for HGTV version– Also, Line Producer for nationally syndicated version (NBC/Universal) for two years.
- **Emmy Winner - Woodward Dream Cruise Special** - the world’s largest one-day automotive event – Lead Producer 5 years, segment producer 5 years prior
- **North American International Auto Show “Red Carpet Charity Preview” Special** – Lead Producer 2 years, segment, and field producer 2 years prior.
- **Chevrolet Detroit Belle Isle Grand Prix** – 3 specials (8 hours of live TV) – Lead Producer for 3 years
- **Emmy Winner - Detroit Mayoral Debate** – Lead Producer – 2 different Mayoral races (2011 & 2013)
- **Detroit Lions Monday Night Football Special “Monday Motown Showdown”** – 2 years
- **The Ultimate Wedding Planning Show** – Lead Producer 9 years
- **Best Schools In Michigan** – Lead Producer 2 years
- **A Whole New You** – Lead producer 3 years, makeover show
- **Automotive Town Hall with Charles Gibson** – segment producer
- **Breast Cancer Town Hall** – Segment producer
- **Multiple Super Bowl XL specials** – Segment Producer
- **Henry Ford “Healthy Living” Vignettes** – Lead producer – Created close to 100, 90-second vignettes for Henry Ford Health Systems over a 3-year period.
- **Fiesta San Antonio Parades (3)** – Lead producer 1 year – Texas Cavaliers River Parade, Battle of Flowers Parade and Fiesta Flambeau night parade. Also produced 3 additional pre or post parade special for each event.
- **San Antonio Spurs Championship Celebration** – Lead Producer, 1 year

PARTIAL COMMERCIAL CLIENT LIST (multiple projects)

- General Motors, Ford, Lincoln, Dodge, Acura
- Henry Ford Health System
- William Beaumont Hospital
- Genesys Hospital
- St. Joseph Mercy Health System
- Wyndham Resorts
- Bridgestone/Firestone
- National Center for Missing and Exploited Children
- Comcast
- The Somerset Collection (High End Mall)
- Penske Racing
- The Detroit Lions
- Rochester DDA
- Shinola