



# Madison Lipari

Digital Content Producer

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## Profile

Media and content leader with 10+ years of experience across broadcast, digital production, and social storytelling. I bring a hands-on, collaborative approach to leading teams, shaping content, and keeping projects moving smoothly. From producing nationally syndicated stories to managing social media strategy and video editing, I focus on creating work that connects with audiences and supports bigger brand goals.

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## Accomplishments

- Awarded the IABC Gold Quill Award of Excellence (2022) as part of the team recognized for outstanding communications work.
- Promoted from Show Producer to Executive Producer of the Kim Komando Show, reflecting expanded leadership and strategic responsibility.
- Created the format for an early fully AI-powered podcast, helping shape one of the first productions of its kind.
- Earned media visibility through coverage and viral reach, with stories featured in Daily Mail and HLN and included among Yahoo's most-watched viral videos of the week (2018).

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## Professional Experience

### **Executive Producer, Kim Komando Show, Phoenix, AZ**

Aug 2024 to May 2026

- Lead daily editorial planning by sourcing and selecting stories for the nationally syndicated Kim Komando Show and newsletter reaching 500K+ readers daily and millions of weekend listeners.
- Write approximately four hours of show scripts weekly, including daily Digital Life Hacks segments aired across 250+ radio stations, such as WTOP.
- Book callers and coordinate interviews with celebrities, tech CEOs, and newsmakers while ensuring live sponsor reads are placed correctly for partners including LinkedIn, Consumer Cellular, and Incogni.
- Develop podcast descriptions for three pieces of content per day and oversee audio delivery through satellite distribution and the show's internal portal.
- Manage a team of three, including an audio editor, associate producer, and video director, making sure each has the assets and direction needed to keep production moving smoothly.
- Oversee four podcasts averaging 400K+ monthly downloads.
- Developed an early AI podcast format for the show, contributed to social storytelling and viral videos exceeding 1M views, and helped create content that was picked up by Daily Mail and other outlets.

### **Content Creator / Show Producer, Kim Komando Show, Phoenix**

Dec 2022 to Aug 2024

- Researched and selected stories for the Kim Komando Show and newsletter, helping shape daily editorial direction and keep content timely and audience-focused.
- Wrote show scripts, guest-booking notes, and newsletter copy, supporting a smooth production workflow across broadcast and digital channels.
- Collaborated on sponsor integration and live reads for branded segments, ensuring seamless placement across show content.
- Helped develop content that contributed to audience growth across social platforms, including growth from 45K+ to 120K+ YouTube subscribers, 240K+ to 350K+ Facebook followers, and 74K+ Instagram followers.
- Supported social media storytelling and video ideas that strengthened engagement and visibility for the brand.

### **Social Media Manager, Avnet, Phoenix**

May 2021 to Dec 2022

- Led global social strategy for a Fortune 500 technology distributor, strengthening brand consistency and audience engagement across platforms.
- Increased engagement by 5% across social channels by refining content strategy and using performance data to guide decisions.
- Designed and executed large-scale digital activations, including Times Square and Super Bowl campaigns.
- Shot, edited, and produced high-performing social videos in collaboration with internal teams and partner agencies.

### **Show Producer, RightThisMinute, Phoenix, Arizona**

May 2013 to Jun 2021

- Sourced and produced daily stories for national broadcast, building a steady pipeline of compelling content for the show.
- Built relationships with YouTube creators, influencers, and digital journalists to identify timely stories and fresh sources.
- Wrote show copy, coordinated guest interviews, and scheduled on-air appearances to support live segments and audience interest.
- Managed production clearances and verified factual accuracy to ensure all content met legal and editorial standards.
- Collaborated closely with producers and editors to keep programming accurate, fast-moving, and relevant.

### **Video Editor, PBS, Phoenix, AZ**

Aug 2010 to May 2013

- Delivered timely video edits for review and final delivery, ensuring quality and accuracy.
- Organized and managed raw footage from multiple cameras and sources for seamless editing.
- Produced dynamic edits with a variety of camera angles, titles, graphics, audio, and special effects to enhance storytelling.
- Conceptualized and executed creative video edits to engage target audiences and meet project goals.
- Edited promotional content for local PBS shows and managed production schedules to ensure timely completion.

## Education

### **Arizona State University, Phoenix, Arizona**

Journalism and Mass Communications, Jan 2009 to Jan 2013

## Links

[LinkedIn](#), [Personal website](#)

## Areas of Expertise

- Social Media Strategy
- Content Creation
- Multimedia Production
- Audience Engagement
- Project Management