

# ALEXANDRA BOTTI

audio producer, editor, digital storyteller

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## SUMMARY

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Versatile producer with strong news judgment and a passion for crafting compelling audio stories. Editorial leader who has guided nationally syndicated public radio programs and podcasts through major news events of the last 10 years, elevating under-told stories along the way. Sharp editor who makes pieces sing. Team player who thrives on experimentation.

## EXPERIENCE

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### Supervising Producer

New York, NY/Washington, D.C.

*"1 big thing", Axios*

*September 2023-present*

- Launched a new weekly interview podcast showcasing leaders shaping conversations with bold ideas in tech, politics, business, art, and beyond
- Serve as a one-woman production and editing team, from booking and planning episodes to prepping the host to executing all edits on scripts and audio
- Write and publish all copy for podcast web pages, and collaborate with audience team on social media content and strategy
- Liaise with managing editors on topics for coverage, and interview reporters for episode clips
- Produce audio to enhance other Axios web and newsletter stories
- Gather audio and field produce as necessary

### Senior Producer

New York, NY/Washington, D.C.

*"Axios Today", Axios*

*April 2021-September 2023*

- Ran production of daily 10-minute news podcast, managing a team of 3-5 producers and engineers
- Crafted daily rundowns, led editorial meetings, assigned stories, and planned long-term coverage
- Edited scripts and audio, providing feedback to producers and engineers
- Worked with host to improve the quality and sound of the show, growing the audience and giving listeners a bigger role in the show
- Managed and mentored producers to improve their producing, reporting and editing skills
- Created and executed trainings for reporters on being great audio guests, and gathering audio for stories
- Promoted to Supervising Producer after one year

### Senior Producer

New York, NY

*"The Takeaway", WNYC and PRX*

*February 2019-March 2021*

- Oversaw daily production of *The Takeaway*, managing 6-8 producers to book and script the show
- Crafted a daily rundown of stories, led editorial meetings, and assigned segments
- Edited scripts and audio for each day's segments, booked and wrote individual segments as needed
- Designed editorial calendar, planned and oversaw special projects, including in-depth series
- Wrote and produced daily national promos
- Managed intern program; trained interns on pitching stories, audio editing, writing for air
- Pitched live on air during WNYC fundraising campaigns; voiced various spots throughout the year
- Executed original reporting projects like "Life After Overdose," based on reporting out of Ohio on the opioid crisis, which aired nationally as a series of narrative pieces
- Managed live broadcasts from public radio stations across the country

**Producer**

New York, NY

*"The Takeaway", WNYC and PRX*

January 2017-January 2019

- Pitched story ideas for the show, with a particular focus on gender issues, the opioid crisis, and the arts
- Booked and scripted 4-5 segments a week
- Stepped in as senior producer as needed, performing this role about 25% of the time in 2018 as the show was undergoing major change and the onboarding of a new host
- Executed original reporting for the show
- Pitched live on air during fundraising campaigns, voiced various spots for WNYC

**Producer**

Washington, DC

*"The Diane Rehm Show", WAMU*

May 2014-December 2016

- Produced one to two programs each week from start to finish: developed and researched topics, booked guests, wrote scripts, cut audio clips for air, executed social media elements, directed live shows
- Created web content in conjunction with the live show, including new audiograms for Twitter and Facebook
- Crafted original audio content for NPR One; edited raw show audio daily for the DRS podcast
- Managed rebroadcasts; found creative ways to repurpose archived content in new digital formats
- Managed interns after creating the show's first structured intern program
- Pitched live on air during fundraising campaigns; voiced underwriting for WAMU and The Diane Rehm Show
- Reported for the WAMU newsroom: first piece went live on air and online September 2016

**Web Writer/Editor/Translator**

Boston, MA and Washington, DC

*Freelance*

August 2011-July 2014

Produced strategic content and developed winning communications campaigns across a variety of platforms and topic areas. Key clients include:

- *TripAdvisor*: Created educational content for B2B division of the largest travel community on the web, from in-depth marketing guides to social media content across more than ten points of sale; developed a successful how-to B2B video series
- *Blu Homes*: Ghostwrote new columns on Huffington Post Home and Inc.com on behalf of Blu Homes co-founder and VP Maura McCarthy, reaching a monthly online audience of more than 13 million
- *Georgetown University*: Editor-in-chief of the Linguistics Monthly Newsletter for linguists worldwide; reported, wrote, and edited original content on latest research and linguistics at work in the everyday
- *MONCLARITY*: Edited and translated blog entries from English to French on neuroscience research, as explained for the average reader

**Contributing Writer**

Somerville, MA

*The Somerville Times (was The Somerville News)*

Fall 2010-Fall 2012

- Reported on local events with a focus on the arts and education

**Marketing Communications Manager**

Waltham, MA

*Blu Homes*

June 2010-August 2011

- Managed all marketing and communications efforts for the then startup green tech company
- Secured features in local and national media, including USA Today, NPR, and CBS Sunday Morning
- Grew the combined Facebook and Twitter audience by more than 10 thousand in first months
- Created in-depth marketing collateral, messaging, and strategy for major campaigns
- Wrote press releases, speeches and presentations for key announcements

**Consumer Public Relations Specialist**

Newton, MA

*TripAdvisor*

June 2008-June 2010

- Developed and managed messaging for major communications campaigns
- Launched and analyzed consumer surveys and polls
- Trained team members on tools and best practices
- Contributed creatively to press releases, surveys, and other consumer PR efforts

- Supervised TripAdvisor's world-famous Travelers' Choice Awards
- Promoted from Communications Associate after one year

## EDUCATION

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### **Georgetown University**

*M.A. Sociolinguistics with honors, concentration in Language & Communication*

Washington, DC

*May 2014*

- Highlighted coursework: Intercultural Communications, Discourse Analysis, Discourse and Social Media, Language and Identity

### **Smith College**

*B.A. cum laude, English Language and Literature, French Studies*

Northampton, MA

*May 2008*

### **Paris IV La Sorbonne**

*Master's level French and English language, literature, and history courses*

Paris, France

*2006-2007*

### **Harvard University Summer School**

*Graduate Journalism Proseminar: Writing and Reporting*

Cambridge, MA

*Summer 2010*

## ADDITIONAL SKILLS

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Fluent French, basic Spanish, audio editing (DAVID, Pro Tools, Adobe Audition), content management systems, basic HTML, social media fluency, voice work

## OTHER

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Long-time ballet teacher and professional modern and contemporary dancer. Most recent teaching work includes: ongoing private adult group classes (currently on Zoom!); faculty, Metropolitan School of the Arts (Lorton & Alexandria, Virginia); faculty, Jose Mateo Ballet Theater, Boston, MA

*-References and samples of my work are available-*