

# MARY MERCADO

Emmy® Award Winning Television Producer and Journalist

## SKILLS

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- Experienced network-level broadcast senior producer and writer with extensive expertise creating and managing a variety of both live and taped programs, and big event specials — long form, short form, news, documentary style, reality, talk, entertainment, lifestyle, food, healthcare, and sports television.
- Exceptional interview skills, adept at building trust and eliciting great sound bites
- Advanced investigative/research skills
- Well-versed in AP style, "active voice", broadcast, digital and print writing.
- Highly organized production manager including auditioning talent, hiring crew, managing budgets, logistics, location scouting, craft services, hair, make-up, wardrobe, and overseeing post-production.
- Familiar with multiple video transmission platforms including satellite, LiveU/TVu, FTP, Zoom, Microsoft Teams and multiple web transfer programs.
- Skilled at using Adobe Creative Suite, Word Press, Constant Contact and other digital writing platforms as well as all social media platforms.

**Sample reel:** [www.MercadoFreshMedia.com](http://www.MercadoFreshMedia.com)

## PROFESSIONAL EXPERIENCE

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### **Part-time Producer — ABC News/ Disney**


- Los Angeles Bureau/New York City/Houston, TX • 2015-present  
Produce broadcast segments as needed in Texas and beyond 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-



## CONTACT

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## EDUCATION

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

**Brigham Young University**, Broadcast Communications Major, Provo, UT

**Santa Barbara City College**, Journalism Major,

**University of Utah**, Communications Major

## PROFESSIONAL EXPERIENCE — continued

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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 interviewing subjects, managing production crews and coordinating "live shots" and other story details with New York producers and logistics supervisors.

Currently, I also freelance through my own production company **Mercado Fresh Media**. I field produce, write and create segments for a variety of other corporate and network outlets such as Comcast, ViacomCBS, CBC, TC Energy and others.

### **Supervising Producer — *Goodtaste with Tanji Show* — Seasons 1-5**

- **San Antonio, TX • March 2016 – March 2020**

Supervised all facets of production for weekly restaurant/food/culinary show airing in 15 major markets in Texas including San Antonio, Austin, Houston and Dallas, as well as Nashville, TN. Managed crews in all areas of production including scheduling, booking guests, pre-producing segments, editing and overseeing post-production. Also managed all digital production including the Goodtaste.tv website using Word Press, plus editing tri-weekly newsletters sent to more than 100,000 subscribers using Constant Contact. I wrote segment scripts along with lining up show content and writing show intro's and teases.

### **Producer, *SA Live* — KSAT-TV12 • San Antonio, TX • February 2014 – May 2015**

Launched KSAT's #1 afternoon variety/talk show "SA Live" from the ground up. 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. During my time at KSAT I also produced Spurs championship celebrations and multiple Fiesta specials for the station.

### **Local Programming Producer — WXYZ-TV, Channel 7 • Southfield, MI**

- **March 2003 – January 2014** (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 affiliate 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.

## PROFESSIONAL EXPERIENCE — continued

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### **Freelance Writer — Portland, OR/Detroit, MI • 1992-2003**

Wrote ad copy, newspaper articles, press releases, and brochures for dozens of local publications and corporate clients. Regular contributor to Well Being, Florida Medical Business, and Oregon Health Forum.

### **News Planner and Writer —KATU, Channel 2 • Portland, OR • 1997-1998**

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

### **Stringer/Writer/City Desk — Miami Herald • Miami, FL • 1990-1992**

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

## ADDITIONAL SKILLS AND EXPERIENCE

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- Web and social media copywriter, still photographer
- Skilled with Adobe Creative Suite including Illustrator, InDesign, and PhotoShop
- Special expertise in planning and executing large community event specials. Unique expertise in healthcare, the automotive industry, culinary/food, and clean energy technology.
- Proficient INEWS user, familiarity with Final Cut Pro/Premiere Pro editing, Microsoft Word, Excel, PowerPoint, Zoom, and Microsoft Teams. Extensive experience using WordPress and Constant Contact newsletter software.
- Simple video editing. Video shot on my iPhone has appeared on GMA and World News Tonight.

## VIDEO CLIPS AVAILABLE

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

## CREDITS AND AWARDS

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- **ABC News/Good Morning America** – Field Producer, secured “exclusive” interview with John Jay High School Football players. Also covered Alec Baldwin “Rust” shooting death, AstroWorld tragedy, 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>
- **CBC—The Nature of Things—Chef Secrets: Cooking Science**—Field Director multiple locations
- **Viacom/CBS- SpongeBob SquarePants** “Best of Patrick Episode featuring “Unspeakable” - Production Manager
- **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. Emmy nominated.
- **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)
- **Spotlight on Michigan Business**—Michigan Association of Broadcasters Award Winner
- **Detroit Lions Monday Night Football Special “Monday Motown Showdown”** – 2 years
- **The Ultimate Wedding Planning Show** – Lead Producer 9 years
- **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. Emmy nominated.
- **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	Comcast	Detroit Medical Center
Henry Ford Health System	TC Energy	Shinola
William Beaumont Hospital	Penske Racing	MedArrive
St. Joseph Mercy Health System	The Detroit Lions	Genesys Health System