

# MARY MERCADO

21607 Seminole Oaks, San Antonio, TX 78261  
(248) 622-6054 • marym@mercadofreshmedia.com

---

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

## SKILLS

- Experienced network level broadcast writer and field producer
- Successful segment & full length programming producer - live or taped -- long form, short form, news, documentary style, reality, talk, entertainment, lifestyle, health 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
- Compelling storyteller
- 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.

## EXPERIENCE

### **MERCADO FRESH MEDIA • San Antonio, TX • May 2015- present**

#### **Independent Broadcast Producer/Writer-**

Write and produce broadcast segments for multiple clients including ABC News/Good Morning America/World News Tonight. Also create broadcast and digital segments for corporate clients. Advertising, PR, web content and social media copywriter. Editing and post-production oversight. Partnerships with local production crews, web designers, graphic artists and PR specialists.

### **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.

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

#### **Local Programming Producer-**

Wrote and produced dozens of ratings grabbing television programs as well as hundreds of broadcast & digital commercials for leading Detroit ABC Station and HGTV.

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

Lead producer and project manager for all WXYZ high profile, multi-camera event specials including NAIAS (auto show), Woodward Dream Cruise, Detroit Mayoral debates, Monday Night Football specials, and multiple lifestyle, holiday, health 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 broadcast, 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".

**Eastern Financial Credit Union • Miami, FL • 1987-1990**

**Marketing Communications Writer**

Wrote all marketing, advertising, PR and broadcast materials for large financial organization.

**EDUCATION**

**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

-Special expertise in healthcare, automotive industry and clean energy technology.

-Proficient INEWS user, familiarity with Final Cut Pro/Premiere pro editing, Microsoft Word, Excel and Power Point.

**VIDEO CLIPS AVAILABLE**

Demo Reel: <https://www.youtube.com/watch?v=wckrFn7KsAk>

Linkedin

[www.linkedin.com/pub/mary-mercado/11/249/381/](http://www.linkedin.com/pub/mary-mercado/11/249/381/)

Website: MercadoFreshMedia.com

## CREDITS

- **ABC News/Good Morning America** – Field Producer, Found and secured “exclusive” interview with John Jay High School Football players
- **ABC News/Good Morning America** – “Girl can’t stop sneezing” – conducted interview and field produced segment.
- **ABC World News Tonight** – Field Producer, John Jay H.S. players react to hearing
- **Jimmy Kimmel Live** – Field Producer, NBA Finals – “Lie Witness News”
- **“Rebecca’s Garden”** – Lead producer for HGTV version– segment producer for nationally syndicated version (NBC/Universal) for two years prior.
- **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 3 years
- **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        | - Henry Ford Health System                |
| - Ford Motor Company    | - Detroit Medical Center                  |
| - Lincoln Motor Company | - William Beaumont Hospital               |
| - Chrysler/Dodge        | - Genesys Hospital                        |
| - Acura                 | - Rochester DDA                           |
| - Wyndham Resorts       | - The Somerset Collection (High End Mall) |
| - Bridgestone/Firestone | - Penske Racing                           |
| - Shinola               | - The Detroit Lions                       |