

Professional Profile

Award-winning communications professional focused on creating new ways to share messages with specific demographics across various platforms. Seeking a communications position where I can use my writing, project management, team building, storytelling, and innovation skills.

Transferable Skills:

In multiple assignments as a producer, built a strong reputation as an experienced producer skilled at assimilating information quickly under deadline pressure and while juggling multiple projects. Proved to be a persuasive and compelling storyteller, writer and researcher able to understand, break down and effectively communicate complex issues. Effectively identified needs of different communities among our viewers and addressed the unique dynamics and challenges of sharing news with various members of our audience on multiple platforms.

Experience

WRAL-TV

1997-present

Current Role: Senior News Producer

June 2022-present

Train incoming producers in software, internal systems and processes.

Developed and conduct feedback sessions to help newscast producers improve in accuracy, language, and content.

Redesigned onboarding process for newscast producers entering our newsroom.

Lead onboarding training for more than 20 new employees in nine months.

Collaborate across three departments to create new production templates and techniques.

Coordinate bi-weekly conversations across six workgroups to innovate content presentation.

Primary producer for unique in-depth anchor segments.

Determine what content has award potential and maintain weekly archive.

Produce daily newscasts when needed.

Teach newcomers how social and governmental systems work in North Carolina.

Newscast Producer

March 2001 – June 2022

This role included a series of steps of increased trust and responsibility that fell within the same salary grade and title for HR purposes.

Worked under deadline to produce daily newscast.

Subject specialist when needed.

Took on long-term projects with time horizons ranging from three days to seven years, demonstrating my time and resource management, balancing daily demands with long-term goals.

Skills employed to meet daily demands include:

- Manage the work of more than 12 individuals across four departments on story selection and presentation on a daily basis with multiple deadlines.
- Adapt to varying workflows and deadlines, filling in on any one of 14 newscasts a day.

- Specific emphasis placed on writing and research with a goal of offering a pertinent context for government news, crime, and feature stories that engages our target demographics.
- Seek out and execute opportunities to present daily news in innovative ways to increase public impact by meeting different audiences on their preferred formats (television, social media, podcasts, and digital).
- Utilize critical thinking skills and interpersonal skills to make decisions and communicate them clearly and effectively in a fast-paced environment, often in the heat of the moment.
- Produce additional programming as needed, including breaking news, phone banks and telethons, and public information specials.

Skills employed to complete long-term projects include:

- Identify subject material that can provide an increased public impact or greater audience through long-form productions or other innovative presentations.
- Create work plan of man hours and equipment needed based on expectations and approved resources to meet deadlines for larger-scale productions.
- Budget time, allocate resources and set deadlines coordinating with other calendar commitments.

Awards and Accolades

- 3 Regional Edward R. Murrow Awards for Innovation, Best Newscast and Breaking News
- 4 Regional Emmy Awards including awards for Innovation, and Technical Achievement
- 21 additional nominations for Regional Emmy awards.
- 1st place, 2023 RTDNAC Awards for Best Newscast and Social Justice Reporting
- 2022-23 News Producer of the Year for RTNDAC
- 2022-23 Special Projects Producer of the Year for RTNDAC

Additional Employment

Writing Coach	Freelance	2014- 2023
Gale Force Media	Freelance Crew Member	2000-2010
ENG Video Editor	WRAL-TV	PT: 1997-1998; FT 1998-2004

Education

Master of Arts in Mass Communication, University of North Carolina at Chapel Hill

Member of Inaugural Class of Park Fellows

Bachelor of Arts in Journalism and Mass Communication, University of North Carolina at Chapel Hill