

SHANA-KAY RANKINE

Communications Professional | Content Strategy | Stakeholder Engagement

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Kingston, Jamaica

EXPERIENCE

Supervising Producer

Sunrise & CVM Original Programming

📅 03/2026 - Present

- Set the editorial direction and tone of the show
- Supervise daily show line-ups and segment priorities
- Supervise and finalize the daily show rundown (timing, order, transitions)
- Oversee Producers, Production Staff & Cast
- Create monthly Producer roster
- Review and approve scripts, graphics, and segment content
- Collaborate with the director and technical crew
- Maintain quality control and brand consistency
- Analyse ratings, audience feedback, and performance metrics
- Work with digital/social teams to extend content reach
- Communicate with management, partners, and stakeholders
- Plan special segments, series and seasonal programming

Lead Producer

CVM Television LTD

📅 12/2023 - 03/2026

- Direct, produce and serve as lead scriptwriter for studio recordings and other features
- Direct producers, production staff and talent including Yendi Phillips, Dennis Brooks, Khadine "Miss Kitty" Hylton-Wilkinson, Tami Chin-Mitchell and Ity Ellis
- Develop and refine 20+ live and pre-recorded segments weekly, optimizing flow and audience engagement
- Manage production logistics including programme planning, guest bookings, crew assignment, script approvals, and timing blocks

Producer and Voice Actress

CVM Television LTD

📅 12/2021 - 12/2023

- Responsible for covering events and producing several segments weekly including:
 - Entertainment Live
 - E-Live Extended
 - Friday Night Live
 - Lifestyle & Entertainment and the Social Media Round-up daily for our 7pm newscast
 - Sunrise Entertainment
- Researched and developed original content including special projects and fillers including
 - The Sunrise Anniversary Show
 - She Inspires (Aired During Women's Month)
 - Heartbeat of Reggae (Aired During Reggae Month)
 - Kids Talk (Aired During Child Month)
- Wrote and voiced introductions, closers, link pieces and other presentational items

SUMMARY

Communications and content professional with 5+ years of experience leading multi-platform storytelling, stakeholder engagement, content strategy, and audience-focused communications initiatives. Experienced in managing teams, coordinating high-profile talent, developing messaging strategies, and delivering content that drives audience engagement and brand visibility.

SKILLS

Live & Pre-recorded Show Production

Scriptwriting & Segment Development

Content conceptualization and Creation

Team Leadership & Talent Coordination

Voice Acting & On-Air Presentation

Scheduling & Logistics

Research & Story Development

EXPERIENCE CONT'D

Social Media Coordinator

Kingston Creatives JM

📅 01/2019 - 03/2020

- Wrote campaign copy and developed monthly content calendars across Facebook, Instagram, and Twitter
- Analyzed performance data using Google Analytics and platform-specific insights to optimize posts
- Supported creative direction and branding for art and culture initiatives

EDUCATION

Bachelor of Arts: Communications & Technology

University of Technology, Jamaica

📅 2020

📍 Kingston, Jamaica

Completed coursework toward a B.A. in Communications & Technology while advancing into full-time media leadership roles

PROJECTS

Author

📅 12/2019

"Lane 72: A Community's Story in Poetry and Prose"
