

SHANNEN SHARPE

423-715-5458 | shannensharpe@gmail.com | Atlanta, GA | [Linkedin.com/in/shannensharpe](https://www.linkedin.com/in/shannensharpe)

PROFESSIONAL SUMMARY

- Proven communications and media expert with more than a decade of experience in broadcast journalism
- Ability to execute decisions in a fast-paced environment with daily deadlines
- Skillful in turning complex topics into easy-to-understand broadcast, digital, or social media content
- Critical thinker with a high desire to exceed expectations

Multi-faceted media expert with proficiency in:

Media Relations - Multi-Tasking - Content Creation - AP Style Writing
Communication - Problem-Solving - Strategic Planning - Project Management

EXPERIENCE

TV NEWS PRODUCER

Scripps News, Atlanta, GA

August 2023 – Present

- Ensure newscasts have compelling, easy-to-understand content
- Tailored clear communication messages and materials to diverse audiences
- Research, digest and simplify complex topics for tens of thousands of viewers

TV NEWS PRODUCER

WAGA-TV FOX 5 Atlanta, Atlanta, GA

March 2022 – July 2023

- Utilized insights from analytics to improve product and determine best segments for target audiences
- Solicited input from others to consider different perspectives when making decisions
- Execute a daily newscast with a never-changing deadline

ASSIGNMENT MANAGER

WTVC-TV NewsChannel 9, Chattanooga, TN

January 2019 – March 2022

- Generate and publish original content for broadcast, digital, and social media channels
- Establish and maintain relationships with elected officials, law enforcement, and public relations agencies
- Manage multiple projects with varying deadlines and collaborate with various departments to present complex concepts to a diverse audience
- Coordinate all coverage and assignments of a team of at least 20 people daily
- Maintain station sponsorships on a weekly and quarterly basis

TV NEWS PRODUCER

WTVC-TV NewsChannel 9, Chattanooga, TN

May 2014 – December 2018

EDUCATION

Bachelor of Arts in Communication / University of Tennessee at Chattanooga, Tennessee

May 2014

Dale Carnegie Managerial Training

2015 - 2019

MEMBERSHIPS

Public Relations Society of America, Lookout Chapter Member

August 2024 - Present