

SHANNEN SHARPE

Media Relations ♦ Strategic Communications ♦ Social Media Management ♦ Content Strategist

🏠 Atlanta, GA ✉ shannensharpe@gmail.com ☎ (423) 715-5458 🔗 [LinkedIn Profile](#) 📁 [Shannen's Portfolio](#)

CAREER SUMMARY

Communications and Media Specialist with 10+ years of experience in broadcast news, offering a strong background in messaging across diverse platforms. Proven leader with expertise in media relations, content creation, and strategy development. Skilled in organizing events, managing media coverage, and building key stakeholder relationships. Adept in driving engagement through social media and digital platforms. Known for a hands-on, collaborative approach and excelling in fast-paced, deadline-driven environments. Strong communicator with a creative mindset and excellent project management abilities.

CORE COMPETENCIES

Cross-Functional Collaboration ▪ Brand Positioning ▪ Content Creation ▪ AP Style Writing ▪ Marketing ▪ Event Coordination ▪ SEO
Media Coverage Analysis ▪ Continuous Improvement ▪ Digital Marketing ▪ Strategic Planning ▪ Relationship Building
Press Releases ▪ Media Kits ▪ Public Perception ▪ Omnichannel Campaigns ▪ Project Management ▪ Stakeholder Engagement
Campaign Development ▪ Brand Awareness ▪ Competitive Analysis ▪ Customer Success ▪ Community Management ▪ KPI Metrics
Storytelling Team Training ▪ Crisis Management ▪ Public Speaking ▪ Influencer Relations ▪ Reputation Management
Message Development ▪ Thought Leadership

PROFESSIONAL EXPERIENCE

Scripps News, Atlanta, GA

Aug 2023 – Nov 2024

TV NEWS LINE PRODUCER

Developed engaging, clear, and informative newscasts, ensuring audience comprehension at a U.S. broadcast media production and distribution company.

- Produced 2 hours of live national news daily for the "On The Scene" broadcast.
- Researched and simplified complex topics for a diverse audience of tens of thousands of viewers.
- Launched the premiere and development of "On The Scene" newscast in just four weeks following a company downsizing. Acquired tens of thousands of viewers, securing the second most watched show on the network. Other achievements include:
 - "On The Scene" newscast viewership improved 13% from May to September.
 - "On The Scene" newscast nearly doubled hours of viewing on Samsung TV+ in 3Q 2024 compared to 2Q 2024.
 - "On The Scene" newscast ranking as the highest performing series on the network in 3Q 2024.

WAGA-TV FOX 5 Atlanta, Atlanta, GA

Mar 2022 – Jul 2023

TV NEWS PRODUCER

Distributed curated news stories and pieces of content for a FOX owned and operated television station serving the Atlanta, GA market. Ensured newscasts were up-to-date and as accurate as possible.

- Leveraged analytics to enhance content and select optimal segments for target demographics.
- Collaborated with team members to incorporate diverse perspectives in decision-making.
- Produced and executed daily newscasts under strict, unchanging deadlines.

WTVC-TV NewsChannel 9, Chattanooga, TN

May 2014 – Mar 2022

SHANNEN SHARPE

Earned a promotion from TV News Producer to Assignment Manager at a local television station owned by Sinclair Broadcast Group and affiliated with ABC and Fox.

ASSIGNMENT MANAGER (JAN 2019 – MAR 2022)

- Produced and distributed original content for broadcast, digital, and social media platforms.
- Built and maintained strong relationships with elected officials, law enforcement, and Public Relations agencies.
- Managed multiple projects with tight deadlines, collaborating across departments to present complex topics to diverse audiences.
- Coordinated daily coverage and assignments for a team of 20+ staff members.
- Oversaw the execution of certain sponsorships within newscasts, including content requirements, on-air disclosures, and documenting of every instance.

TV NEWS PRODUCER (MAY 2014 – DEC 2018)

- Strategically planned, coordinated, and produced daily newscasts, managing content selection, scripting, and segment arrangement.
- Joined forces with anchors, reporters, and production teams to create engaging and timely news segments.
- Wrote and edited scripts, headlines, and teasers, ensuring accuracy and clarity for the target audience.
- Managed live broadcasts, adjusting for breaking news and unexpected events to maintain a seamless production.
- Selected and integrated video clips, graphics, and sound bites to enhance storytelling and visual appeal.
- Analyzed audience data and trends to refine content and improve viewership.
- Communicated with technical staff to ensure smooth broadcast execution and resolve any production issues.
- Maintained high standards of journalistic integrity, adhering to both legal and ethical guidelines.

TECHNICAL PROFICIENCIES

Software & Tools: YouTube, Slack, Canva, CapCut
Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams)
G Suite (Gmail, Calendar, Drive, Meet)

EDUCATION

Bachelor of Arts (BA) in Communication
University of Tennessee at Chattanooga

PROFESSIONAL DEVELOPMENT

Dale Carnegie Leadership & Managerial Training
2016 – 2022 (various)

AFFILIATIONS

Public Relations Society of America
Lookout Chapter Member
Chattanooga, TN, Aug 2024 - Present