

# SAJEDAH AL-KHZALEH

COMMUNICATIONS LEADER

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## PROFILE

Communications leader with a proven track record in developing and executing impactful communication strategies that amplify brand voice, engage diverse audiences, and support organizational objectives. Skilled in storytelling, multi-channel campaign management, and strategic messaging for both internal and external stakeholders. Adept at crisis communication, media relations, and content strategy, with a passion for leveraging innovative approaches to enhance brand awareness and strengthen corporate reputation. Recognized for exceptional project management skills, collaborative leadership, and a commitment to delivering high-quality results.

Strategic Communications | Corporate Messaging & Positioning | Brand Management | Stakeholder Engagement  
Crisis Communication | Media Relations | Internal Communications | Digital & Social Media Strategy | Storytelling  
Content Development | Cross-functional Collaboration | Reputation Management | Community Engagement

## PROFESSIONAL EXPERIENCE

### PARTNERSHIP PROGRAMMING ASSOCIATE | SCRIPPS NEWS | 2020 – 2024

Facilitated a continuous exchange of resources, content, and ideas with a network of 61 television stations, Court TV, and various external partners, fostering stronger relationships and expanding content reach. Led cross-functional collaborations to design, produce, and distribute high-impact projects, boosting audience engagement and enhancing Scripps News' reputation as a reliable news network.

- **Strategic Content Planning:** Developed and implemented content strategies to expand live news coverage, delivering over 100 live broadcasts annually, managing 50+ collaborative cross-team projects, and executing two high-visibility TV specials.
- **Project & Event Management:** Orchestrated the seamless execution of hundreds of live television appearances for daily and high-profile news events, ensuring quality and timeliness in every broadcast.
- **Content Optimization & Tracking:** Implemented systems to track content exchange trends and strategized ways to optimize Scripps content across the network, enhancing visibility and supporting consistent brand messaging across all platforms.
- **Diversity & Inclusion Leadership:** Acted as Diversity Leader, championing initiatives to foster inclusivity, amplify diverse voices, and strengthen organizational culture across the newsroom.

### FIELD PRODUCER & ASSIGNMENT EDITOR | WBBM-TV | 2018 – 2020

Oversaw the strategic assignment of reporters and photographers to cover high-priority stories, coordinating detailed daily news plans to ensure accurate, timely, and comprehensive reporting across digital, social, and broadcast platforms. Developed breaking news stories for online and social channels, delivering real-time, high-impact updates that significantly expanded audience reach.

- **Stakeholder Engagement & Representation:** Conducted influential on-air interviews and represented WBBM-TV at high-profile press conferences, reinforcing the station's reputation and fostering trust with key community stakeholders.
- **Content Production & Storytelling:** Co-produced and voiced impactful interviews for an in-depth segment on the Syria war, broadening the station's international coverage with localized perspectives that deeply resonated with audiences.
- **Exclusive News Coverage:** Secured an exclusive, high-profile interview with a suspect's family, aired as the lead story during the 10 p.m. programming prime time hour, demonstrating building rapport with critical contacts for unique storytelling.

### REPORTER | CITY BUREAU | 2018 – 2018

Conducted comprehensive research and investigations into civic issues such as prison reform and social justice with a focus on underserved communities. Collaborated closely with community members to uncover stories relevant to them, actively involving them in the reporting process to ensure their voices and perspectives were authentically represented.

- **Investigative Reporting:** Examined Illinois' prison reform initiatives, publishing in-depth articles in leading outlets such as City Bureau, Chicago Magazine, South Side Weekly Radio, and The Defender, illuminating complex justice issues for audiences.
- **Human-Centered Storytelling:** Produced an audio story on Illinois' prison reform efforts, featuring an interview with an incarcerated individual—secured through direct connections with impacted families—to humanize the reform discussion.
- **Community Engagement:** Engaged with local communities to capture nuanced perspectives on prison reform, raising public awareness and fostering dialogue on justice reform initiatives.

## AWARDS

College Emmy Award Winner – National Academy of Television Arts & Sciences Chicago/Midwest Chapter

## EDUCATION

Bachelor of Arts, Multimedia Journalism — Loyola University Chicago

## TECHNOLOGIES

Zoom, Slack, Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides), Trello, Monday.com, Adobe Creative Cloud (InDesign, Premiere Pro, Acrobat), Canva, Final Cut Pro, Social Media Platforms (Twitter, Instagram, TikTok, Facebook), Google Analytics, Hootsuite, Mailchimp, Constant Contact, TVU Networks, IP Video, iNews