

CAREER PROFILE

Award-winning professional with over 20 years of performance in the areas of: broadcast journalism, strategic communications, arts/entertainment, higher education, project management, business creation, content/audience development and creativity management. Cornerstone of broadcasting innovation/creativity and manage initiatives from conception to execution for 300+ regional and national media projects during my career tenure. Delivered outstanding process engineering improvements that increased efficiency, effectiveness and production outcomes, which surpassed organizational goals. Project managed more than 10 headliner events and conferences for university and nonprofit organizations that exceeded fundraising, stakeholders and audience expectations. Capture client needs and produced stellar results. Self-starter and solutions-focused professional who “delivers on demand” and bridges the coexistence of commerce and quality content. Proficient in Final Cut Pro, Pro Presenter, Social/mobile technology, PC & Mac environments. Proficient in virtual teaching using web-conferencing tools (Zoom, Streamyard and Blackboard Ultra) and learning management systems, fostering student engagement and facilitating the digital transmission of course materials to online students.

AWARDS AND ACHIEVEMENTS

- Teacher of the Year, 2020, Scripps Howard School of Journalism and Communications at Hampton University
- Community Leadership Award, 2021, Urban League of Hampton Roads
- Emmy Award Nominee, 2020, TV Host Moderator
- Trailblazer Award YWCA North New Jersey
- The Blackout Award, Celebrity Stylist Yancy Edwards
- Nominee, the NAACP Image Awards (Host/*Music around The Globe*)
- The Network Journal Magazine's (40 Leaders Under 40)
- The National Association of Black Journalists Journalism Award (Reporter/Producer: *The Atonement of an Addict*)

AREAS OF EFFECTIVENESS

Strategy Alignment & Vision
Leadership and Team Building
Senior-level Publicity Expert

National Television Personality
Executive-level Negotiations
21st Century Broadcasting

Content/Project Developer
Award-winning National Journalist
Communications and Brand Strategist

CAREER HIGHLIGHTS

- Interviewed over 100 Red Carpet celebrities and national icons, including President Barack Obama
- Demonstrated significant social media intelligence, influence and organic audience listenership of over 50K
- Taught 21st-century journalism to over 500 students at a nationally recognized private university
- Served as fill-in Host, *The Wendy Williams Experience* radio show, New York, June 2009
- Contributed to *Bill Clinton and Black America*, by Dewayne Wickham Ballantine Books, 2002
- Featured as Host or senior personality for more than 20 national broadcast programs with a global reach
- Solid “behind the camera” strategist in the areas of direction, video editing, copywriting and creative graphics

Professional Experience

VISITING PROFESSOR

Norfolk State University / Norfolk VA

2021- Present

- Teaches university-level mass communications, public relations, and news reporter interviewing
- Handles public relations for Center for African American Policy (**CAAMP**)
- Executive Producer, Fireside Chat Podcast, 2022

ASSISTANT PROFESSOR

2013 – 2021

Scripps Howard School of Journalism and Communications | Hampton University | Hampton VA

- Teaches university-level journalism, writing on social media, broadcast, radio and print platforms

- Instructs a "Pop Culture In Media" course, anchors and guides students in producing an original digital entertainment show and blog
- Co-chaired 35th Annual Conference on the Black Family, bringing national journalists and media owners on campus for a 3-day discourse
- **Courses Taught:** Media in a Multicultural Society | Introduction to Broadcast Writing | Pop Culture and Media | Media Entrepreneurship | Public Relations Writing and Production | Broadcast News Writing

FREELANCE CORRESPONDENT**2010 – Present***Inside Edition | New York, NY*

- Reports on the social media trends, celebrity, pop culture stories and viral videos
- Conducted one of the last on camera interviews with legendary comedian, Joan Rivers
- Covered the Super Bowl and wrote an exclusive story on winning QB Russell Wilson
- Reported on the doctors and nurses infected with the Ebola virus and the subsequent Ebola scare in NYC

REPORTER**2016***Black Entertainment Television (BET) | Sirens Media**Criminals at Work*

- Researched and studied court documents, police reports, news articles for more than 9 criminal cases
- Provided insight on the details of the national cases on camera
- Examined case specifics and how they played out in the national media and on social media

EXPERT JOURNALIST/POP CULTURE EXPERT**2008 - 2013***HLN | BET | Inside Edition | MSNBC | FOX | New York*

- Provided on-air analysis and opinions about politics, pop culture and entertainment
- Stayed abreast of daily topical issues, vetted sources, read digital papers, blogs and gave first-hand accounts
- Utilized confidential sources and broke exclusive news stories to over 3 million international viewers

ANCHOR/CORRESPONDENT BET | New York**2007- 2012***COVERED NEWS, POLITICS, SOCIAL MEDIA, POP CULTURE, FASHION*

- Anchored *BET Nightly News* (Regular fill-in)
- Co-host: *A Conversation with President Obama* (BET CMT and VH1)
- Social Media Correspondent, *BET News Critical Condition* on Health Care
- Red Carpet Correspondent: *The Academy Awards, BET Awards, Black Girls Rock, NAACP Awards, Soul Train Awards* and various movie premieres.
- Host:
 - o *BET News Forever the King: A Memorial to Michael Jackson*
 - o *Music Around the Globe* International
 - o *Mad Swagg* - a Fashion Police-style show

SENIOR CORRESPONDENT | INSIDE EDITION | New York**1997- 2010**

- Fill-In Anchor, *Inside Edition Weekend*
- Senior Correspondent, The Bernie Madoff Trial
- Spot News Reporter, *Miracle on the Hudson*, USAir Flight 1549
- Correspondent:
 - o George Clooney's Haiti Relief Fund, MTV
 - o September 11th in NYC live coverage from the collapsing towers
- Courthouse Correspondent, The Martha Stewart Trial
- Red Carpet Correspondent: *The Met Gala, The Country Music Awards, MTV VMAS, Spider Man Premiere* and various movie premieres

ADDITIONAL MEDIA/JOURNALISM PROFESSIONAL EXPERIENCE**LEAD MEDIA COACH/CRISIS COMMUNICATIONS****2020**

5WPR | New York

Conducted 2-day virtual media training for executives to include:

- Identified ways to respond to media questions
- Discussed creative topics to get ahead of the story
- Held one-on-one mock interviews

HOST/PRODUCER/MODERATOR

2020

- Conversations in Chaos Race and Unrest (Hulu)
- Retold: Women at University of Virginia
- U.S. Senate Debate (Liberty University/Hampton University)

2018

EDITOR/EXECUTIVE PRODUCER

2012 – Present

THE MEDIA BREW/A POP CULTURE WEBSITE

MEDIA COACH

2002 – 2016

FAVOR MULTIMEDIA | NFL SEATTLE SEAHAWKS QUARTERBACK RUSSELL WILSON

- Prepared talking points and created catchphrases, zingers for articles prior to his interview
- Coached Wilson prior to weekly press conferences leading up to national interviews
- Advised Wilson on his hosting and talent appearances

MEDIA CONSULTANT

MAYOR OF ATLANTA, KASIM REED

- Prepared strategies to foster wellness and good community relations in city
- Coached and critiqued public appearances, speeches and appearances
- Provided political image management and social media strategy

HAMPTON UNIVERSITY

- Created “**Head over Heels**” – a celebratory event for women, which produced a sold-out crowd of 300+ professionals
- Organized **Revolt Event** which brought CEO of Sean Comb’s network to speak with 150 students, resulting in internships
- Planned with public relations production class and produced over 20 promos for social media
- Coordinated national radio show, “The Breakfast Club,” to promote the events on social media platforms

FREELANCE WRITER/BLOGGER

2009 – Present

COLUMNIST

2008

THE MOTHERHOOD MAGAZINE, The MotherLoad, Maplewood, New Jersey

FILL-IN ANCHOR

1994 – 1997

KING TV. NBC Affiliate Seattle

REPORTER/FILL-IN ANCHOR

1991 – 1994

WTKR TV, CBS Affiliate Norfolk, Virginia

COMMUNITY-BASED AND REGIONAL MEDIA EVENTS

First Ever #TeamFNV event featuring former First Lady Michelle Obama: #FNVLive with Mrs. Michelle Obama and Hollywood A-listers | Provided event media coverage for Hampton University’s Scripps Howard School of Journalism and Communications | Arranged for 4 exceptional students to have press passes to event | Booked an exclusive interview for students with Ms. Obama’s hair stylist | Published content for students in blogs and personal portfolio

Hampton Film Festival 2017: Created social media strategy, promotion and engagement | Panelist on “Breaking into Film,” HUFF 2017 | Interviewed film festival guests on *Coast Live* (Lifestyle show), WTKR CBS

Hampton University’s Conference on the Black Family: Planned, executed and hosted a 2-day conference event | Booked guests | Organized panelists and media promotion

Head Over Heels Award: First ever sit-down luncheon that honored local media professionals | Booked speakers and panelists: Michael Roberts, Billionaire Real Estate Mogul; Lem Plummer, Creator and Producer, Preachers Reality franchise and Sheila Johnson, proprietor, Salamander Hotels and Resorts

Student Opportunity Facilitator: Supervised student as production assistant for interview with author of “Hidden Figures,” Margot Lee Shetterly | Hired students as paid personal associate producers for national shoot for Inside

Edition | Students received portfolio credit as production assistants during live hits on HLN for topical news segments (Death of Prince and Florence Henderson) | Booked student makeup artists for *Coast Live* for professional experience | Created student externships on set of Daily Live TV show | Pitched students’ resumes for paid internships on local news stations | Hired students for ON-AIR segments to generate exceptional resume content

Personally Sponsored/Mentored NY Media trip for Exceptional Students: Red Carpet coverage of Fashion Week | Meeting with Head of Programming at HLN | Meet and greet with executives at Inside Edition | Front row seats, The View meet and greet with head makeup and hair stylists | Rhonda Ross Singer (Diana Ross’ daughter) booked an on camera interview with students | Published students interview work online and students were invited special guest of Ms. Ross at her NYC concert

EDUCATION

BACHELOR OF SCIENCE | Major: Rhetoric and Communications; Minor: Sociology | The University of Virginia