**HEATHER OLINGER** 1273 Mathis Ferry Road

Mt. Pleasant, SC 29464

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304-960-3756

**Social Media / Writer / Executive Producer / Marketing Communications**

**SUMMARY**

Innovative Emmy award-winning professional with 15 years of successful business experience in the arena of: Media Communications including personal and internet, Journalism, social media, video sharing as well as everyday office and business duties and management. Skilled at writing in such a way as to catch the readers/viewers eye and turning complex material into easy-to-understand stories. Capable of handling multiple tasks and pro-actively seeking opportunities to streamline procedures and processes to make business more efficient. Leadership experience as a manager and supervisor coaching and mentoring staff, and the day-to-day business operation of the department. SME skills include: Social media and technology, Facebook, Twitter, Instagram, YouTube, ENPS, WordPress, Duke, JIRA, Confluence, Adobe, Edius, Word, PowerPoint, Excel, SharePoint.

**PROFESSIONAL EXPERIENCE**

**BENEFITFOCUS**, Daniel Island, SC2019 - Present

***Media Production Specialist***

Recruited to Benefitfocus July 2019 prior to restructuring department.

* Acted as the primary contact for all interaction with the customer and ensured all deliverable dates were understood and acceptable with the customer.
* Authored 12 video scripts for healthcare clients within the first week in a new industry.
* Created and managed 25 projects simultaneously within the first 2 weeks without prior industry experience. Finalized 90% of projects prior to restructuring, all before deadline, and with exceptional quality.
* Created 12 videos in 3 days completing edits and script changes within those 3 days.
* Wrote and edited scripts, communicated and collaborated with Video Editors, Animators, Designers and Project Managers throughout the production process and finished the project 1 day early.
* As executive producer sent to Sanctuary on Kiawah to execute client testimonials. Created a marketing piece using client testimonials by interviewing high level clients (i.e. President/CEO of BCBS, President of Hawaii Medical Plan and VP of Blue Choice.)
* Traveled with the production team to onsite meetings and shoots.

**WCBD-TV News 2**, Charleston, SC2007 - 2019  
***Executive Producer*** (2017-2019)

Supervised and managed a 7-person staff of news broadcast, editorial and production staff. Managed day-to-day operations with responsibility for creative vision and technical details for the NBC affiliate for the Lowcountry.

* Created web and social media content to update and post stories continually, promoted station brand and viewer engagement including Facebook, Twitter, Instagram.
* Oversaw 5 shows daily and over 10 hours of live broadcast segments; ensured scripts and graphics were correct; and sent video and scripts to the national NBC and CNN affiliates.
* Coordinated incoming data / calls dealing with breaking news; assisted writing scripts and articles.
* Reached a regional audience of over 150,000 viewers and increased to over half a million.
* Interviewed top leaders such as: Mayor Joe Riley, Thomas Ravenel and Sen. Tim Scott.
* Innovative social media strategist, succeeding in launching viral campaigns for various news initiatives.
* Motivated and inspired people to follow the show across the social media landscape.

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WCBD-TV 2 News 2 (cont’d)

* Developed and maintained working relationships with key stakeholders and local contacts, and direct line of communication with anchors and reporters throughout each day.
* Creative execution of broadcast rundown, scripts, graphics, and video; wrote and assisted with writing stories in the newscast grabbing viewers’ attention.
* Began the Midday and 4pm newscasts, winning households and key demographics (34-56) and overall total viewership.
* Won an Emmy for best newscast & a STAR award.
* Stepped up to be stand-in producer during staff absences.

***Senior Producer***, WCBD-TV News 2 (2010-2017)

Produced the six o’clock half-hour long newscast, as well as oversaw the five o'clock newscast for the local NBC affiliate in the Lowcountry.

* Developed on-air media programs with community leaders, public officials and elected officials. Conducted pre-guest interviews & pre-check caller screens.
* Collaborated with technical department for on-air graphics.
* Created series that has aired or been utilized by WCBD & ECBD.
* Responsible for writing, producing and directing video to promote newscasts.
* Wrote and produced public service announcements.
* Utilized social media outlets to keep viewers informed on our news content and decision-making process.
* Made critical decisions regarding daily deadlines to accommodate breaking news situations.

***Producer***, WCBD-TV News 2 (2007-2010)

Produced the five o’clock hour-long newscast and stood in for the Executive Producer as needed.

**WVVA-TV NBC-6**, Bluefield, WV2004 - 2007  
***Producer***  
Produced the five and eleven o’clock newscasts for the number one TV station in the area.

* Served as a camera operator for a short time as needed.

**WALT DISNEY WORLD**, Orlando, FL2003  
***Guest Services*** (Internship)  
Performed public relation duties at Animal Kingdom during the internship for Communication Major in College. Duties included speaking one-on-one with guests and worked closely with the trainers and veterinarians, showing guests different wildlife.

**EDUCATION**

Bluefield State College  
Bluefield, West Virginia  
Major: Communications – Emphasis on Journalism

**HEATHER OLINGER**

**REFERENCES**

Ed Anderson

(843) 860-7349

Manager

Benefitfocus

Kyle Brinkman

(850) 916-9415

News Director

WCBD

Crystal Bruce

(912) 713-4132

Former co-worker

WCBD

Cuthbert Langley

(843) 670-7490

Former co-worker

WCBD