





KATE STANTON

 Nashville, TN

Contact

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Education

University of Miami

Coral Gables, FL

May 2015

B.S. in Communication

Double Major: Electronic Media
and Economics

Minor: Sports Administration

Skills

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Apple Final Cut Pro 7
- HTML5
- CSS3
- Avid iNews
- Microsoft Office Suite
- Writing
- Research
- Content Creation
- Editing

Awards

- 2019 NATA Southeast Emmy Nominee for Best Newscast – Daily Markets (26-75)
- 2019 South Carolina Broadcasters Association STAR Award Runner-Up for Best Evening Newscast of the Year
- 2018 NATA Southeast Emmy Nominee for Best Newscast – Daily Markets (26-75)

Emmy nominated news producer with more than five years of experience in the communications field. Skilled in multimedia storytelling, writing copy and managing multiple projects in a fast paced environment.

Core Competencies

- Sound knowledge of journalism ethics and laws
- Skilled in storytelling and incorporating graphics
- Understanding of how to find answers to questions and research a variety of topics
- Excellent communicator with good listening and comprehension skills
- Ability to lead a team in a fast paced and quickly changing environment

Experience

Producer Greenville, SC (DMA #38)

August 2016 – August 2019

WHNS Fox Carolina News / Meredith Corporation

- Wrote, edited and researched elements for The Ten O'Clock News Monday-Friday
- Maintained #1 Late News in the market
- Developed newscast rundowns consistent with station's philosophy and approach; writing of headlines, teases and newscast copy
- Worked under high-pressure and strict deadlines
- Lead coordination of anchors, reporters, photographers, directors, editors, creative services and web team
- Efficient at finding the best way to tell stories through video, graphics and pre-production elements
- Utilized a strong understanding of our audience and how to market to each demographic
- Monitored wires and social media for content
- Managed live broadcasts and solved problems as they arise

Producer Saginaw, MI (DMA #78)

October 2015 - July 2016

WNEM TV5 / Meredith Corporation

- Wrote, edited and researched elements for The Morning News Monday-Friday
- Ensured the quality of content and graphics; editing to suit the viewership
- Coordinated Breaking News and Severe Weather elements, often while Assignment Desk was unstaffed
- Helped station maintain the #1 Newscast in all Dayparts in ratings and demos; as well as achieve ratings growth
- Contributed to station's digital efforts including Social Media during all newscasts

Health Communications Intern University of Miami

August 2014 - May 2015

University of Miami Health Center

- Created health education handouts, brochures, digital posts, posters & info/palm cards using Photoshop and Illustrator
- Filmed and edited videos for Health Center Youtube page using Adobe Premiere and After Effects
- Maintained Health Center's Youtube, Facebook, Instagram and Twitter pages

Related Experience

Volunteer Social Media Coordinator

September 2019 - Present

Everybody Solar via Catchafire

- Creating a coordinated social media campaign across Facebook, Twitter and Instagram to promote the nonprofit's "Giving Tuesday" ambitions

Communication Coordinator

September 2019 - Present

Brentwood Christmas Crawl

- Creating a coordinated campaign to promote the 3-day event in November
- Designed an effective social media campaign across both Facebook and Instagram for both the event's page and participating shops' pages
- Written press releases and created ads for print in Adobe Photoshop to help raise awareness for event