



DW

DANIELLE J. WILBURN

MULTI-MEDIA EXECUTIVE NEWS PRODUCER
EMAIL: DJWILBURN08@GMAIL.COM

OBJECTIVE

To motivate my team to build skills while creating a strong high-story count newscast that will inform the viewer. Display my skills as a leader who takes an aggressive approach to breaking news.

SKILLS

ENPS, Final Cut Pro, Edius, Panasonic P2 camera, Oasis, Microsoft Software, Adobe Photoshop, Adobe Spark, Facebook, Instagram, Twitter, LinkedIn, Tumblr, WordPress

REFERENCES

Available upon request

EXPERIENCE

MORNING EXECUTIVE PRODUCER • WRCB-TV • JULY 2018- PRESENT

I lead a team of 12 people daily as we work together to share the breaking, compassionate and informative stories. I communicate effectively with the assignment editors and producers to ensure crews are informed while working on their assignments. Launched the station's inaugural "First at 4:00" newscast in September 2018.

5 P.M. PRODUCER • WRCB-TV • SEPTEMBER 2015 – JULY 2018

I led the dayside team of reporters by initiating stories and encouraging them to strategize & vet each idea for the newscast I also utilized social media as a tool to help promote viewership for all shows. Prior to moving to the 5 p.m. newscast I was the lead producer for the #1 morning show in Chattanooga.

SENIOR NEWS PRODUCER • WBBJ-TV • JANUARY 2013 – SEPTEMBER 2015

Selected content, graphics, and videos for newscast Helped web team drive traffic to station website by making daily post to Twitter and Facebook. Organized special projects: Mayoral Election Special, JMCSS Education Forum

MULTI-MEDIA JOURNALIST INTERN • WHBQ-TV FOX 13 • SEPTEMBER 2012-JANUARY 2013

Wrote scripts for dayside producers Assisted with assignment desk needs Ran audio for Good Morning Memphis



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MULTI-MEDIA JOURNALIST INTERN • WMC-TV • MAY 2012-AUGUST 2012

Posted at least 10 stories on station's website daily
Worked with web director to develop original content
Worked with senior reporters and anchors to enhance web content

EDUCATION

BACHELOR OF ARTS • BROADCAST JOURNALISM • UNIVERSITY OF MEMPHIS

December 2012, Cum Laude
Minor in Spanish

AWARDS

Tennessee AP Broadcasters and Media Editors, Best Evening Newscast, 2018

Tennessee AP Broadcasters and Media Editors, Producer of the Year, 2017

University of Memphis, Broadcast Journalism Student of the Year, 2012



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