

SherondaShanteWinfrey

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PROFESSIONAL SUMMARY

Writer/Producer with over a decade of experience creating on-air promos, web content and shoot concepts for top television networks. Proven track record of creating innovative, eye-catching campaigns and driving ratings across multiple genres including Food, Award Show, Talent Competition, Unscripted and Live programming. Leadership experience includes managing vendor relationships and brand partnerships through all aspects of post-production. Thrives in fast-paced environments and working with collaborative teams.

CAREER HIGHLIGHTS

- Election Team Web Assistant for NBC News' Emmy-Award winning MSNBC Decision '08
- Marketing Assistant for cable channel launch of Scripps Networks' Cooking Channel
- Shoot concept writer for 2017 network rebrand of MTV Movie & TV Awards

EXPERIENCE

FOX Broadcasting Company

Writer/Producer

Los Angeles, CA

October 2016-present

As a Writer/Producer on the Reality and Specials team I conceive, write and produce show campaigns, topical spots and shoot creative. I have written promo scripts for A-List talent and my on-air creative was integral for new series launches such as The Four: Battle for Stardom, FOX's highest rated unscripted series in nearly 4 years and Gordon Ramsay's 24 Hours to Hell and Back, the #1 summer series of 2018. Additionally, I've created shoot concepts for scripted series such as Empire and produced long form pieces for FOX network presentations. Since joining FOX, I have worked on the launch of over 15 new series and specials within 2 years.

FOX Broadcasting Company

Freelance Audio Producer

Los Angeles, CA

May 2016- October 2016

Post-production producer responsible for managing audio bays and quality control of primetime promos. Directed voice-over sessions for on-air creative and oversaw final audio mixes.

Freelance

Writer/Producer

New York/ Los Angeles

March 2015- present

Credits: 2015 Logo Trailblazer Honors promo campaign producer, MTV "Are You The One?"/Herbal Essences co-branded promo writer/producer, MTV "America's Best Dance Crew"/Degree Women co-branded promo writer/producer, 2015 MTV Video Music Awards website moderator, Refinery29 2015 sizzle reel writer, Refinery29 case study video writer, 2016 Logo presents: Aspen Gay Ski Week promo writer/producer, 2017 MTV Movie and TV Awards: Adam Devine "Popcorn!" shoot concept writer

Viacom Media Networks: MTV

Associate Producer

New York, NY

February 2014-March 2015

Created promos to support tentpole events including the MTV Video Music Awards, MTV Movie Awards and Logo NewNowNext Awards. Additionally, I wrote and produced on-air creative for integrated marketing co-branded promos. Daily tasks included collaborating with project team members to plan post-production based on directive of creative briefs and gathering elements for promos including music, stock footage and brand partner assets. Supervised all aspects of post-production including editing, graphics and audio mixing sessions.

Scripps Networks: Food Network and Cooking Channel

Production Assistant

New York, NY

April 2010-February 2014

Wrote and produced promos for Food Network and Cooking Channel as well as acted as a liaison between in-house team and production vendors. Trained and supervised department interns and served as lead PA for upfront presentations.

Marketing Assistant

Provided direct support to SVP of Marketing, Creative and Brand Strategy and assisted with marketing campaigns and initiatives including the launch of a new cable channel, Cooking Channel, in May 2010.

ABC: Who Wants to Be a Millionaire

Freelance Production Assistant

New York, NY

July 2009-November 2009

Served as a Production Assistant for 10th anniversary primetime series as well as syndicated episodes. Duties included booking guests as well as acting as an audience coordinator by supervising load in/load out.

NBC Universal

Page Program

New York, NY

March 2008-March 2009

Page in NBC Universal's highly selective early career development program. Served as Production Assistant for The NBC Agency and CNBC Mad Money with Jim Cramer. Additionally, held the role of Web Assistant for MSNBC Decision '08, winner of News & Documentary Emmy for Outstanding Coverage of a Breaking News Story Long Form.

SKILLS

Microsoft Office Suite, Basic HTML, Final Cut Pro 7, Avid Media Composer, Avid iNews, Adobe Photoshop (Intermediate)

EDUCATION

Florida State University, Tallahassee, Florida 2003-2007

B.A., Major: English, Minor: Communication