

SherondaShanteWinfrey

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PROFESSIONAL SUMMARY

Writer/Producer with over a decade of experience creating on-air promos, branded content and shoot concepts for top television networks. Proven track record of producing innovative, eye-catching campaigns and driving ratings across multiple genres including Lifestyle, Unscripted and Live programming. Leadership experience includes managing vendor relationships and brand partnerships through all aspects of production.

CAREER HIGHLIGHTS

- Election Team Web Assistant for NBC News' Emmy-Award winning MSNBC Decision '08
- Marketing Assistant for network launch of Scripps Networks' Cooking Channel
- 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, network sizzle reels and promo shoot creative. I have written promo scripts for A-List talent and my on-air creative was prominent for new series launches such as The Masked Singer, the highest rated unscripted debut on any network in 7 years and Gordon Ramsay's 24 Hours to Hell and Back, the #1 summer series of 2018. Since joining FOX, I have worked on the launch of over 20 new series and specials.

Freelance

Writer/Producer

New York/ Los Angeles

March 2015- May 2016

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!" concept writer

Viacom Media Networks: MTV

Associate Producer

New York, NY

February 2014-March 2015

As an Associate Producer I wrote and produced promos to support tentpole events including the MTV Video Music Awards, MTV Movie Awards and Logo NewNowNext Awards. Additionally, I wrote and produced integrated marketing co-branded creative. My daily tasks included gathering creative assets and supervising all aspects of post-production including editing, graphics and audio mixing.

Scripps Networks: Food Network and Cooking Channel

Production Assistant

New York, NY

April 2010-February 2014

As a Production Assistant I wrote and produced promos for Food Network and Cooking Channel as well as acted as a liaison between in-house team and production vendors. My leadership experience included training and supervising department interns and serving as head PA for Upfront presentations.

Marketing Assistant

I provided direct support to the 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.

NBC Universal
Page Program

New York, NY
March 2008-March 2009

As a Page in NBC Universal's highly selective early career development program I 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