

SherondaShantelWinfrey

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PROFESSIONAL SUMMARY

Creative Director with over 10 years 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 Lifestyle, Entertainment and Live programming. Leadership experience includes directing talent, managing production staff, in addition to maintaining vendor relationships and managing brand partnerships through all aspects of 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
- Writer/Producer of LEGO Masters :15 Super Bowl 2020 promo

EXPERIENCE

OWN: The Oprah Winfrey Network Sr. Writer/Producer, Creative Marketing

Los Angeles, CA (Remote)
July 2020- Present

As a Sr. Writer/Producer I conceptualize, write and produce series campaigns, social and digital marketing content, special events and network presentations. I assist in production shoots as needed and supervise edit sessions and direct voice-over talent. In addition to on-air production needs, I support integrated marketing by developing campaign rollout plans and initiatives.

Studio City Agency Creative Director

Los Angeles, CA
January 2020- May 2020

As a Creative Director for Studio City I managed the account for CBS' Emmy-winning daytime show The Talk. I wrote, produced and oversaw management of all on-air promotional spots and marketing campaigns in addition to directing promotional lines with hosts Sharon Osbourne, Eve, Marie Osmond, Carrie Ann Inaba and Sheryl Underwood following daily tapings.

FOX Broadcasting Company Writer/Producer

Los Angeles, CA
October 2016- January 2020

As a Writer/Producer on the Reality and Specials team I conceived, wrote and produced show campaigns, topical spots, sizzle reels and shoot creative. I wrote scripts for A-List talent and my on-air creative was integral for new series launches such as the breakout hit The Masked Singer, the #1 show in its debut season garnering more than 17 million viewers. During my time at FOX I worked on the campaigns of over 20 series and special programs, including a LEGO Masters piece that aired in the 2020 NFL Super Bowl.

Freelance Audio Producer

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