

# SherondaShantelWinfrey

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## PROFESSIONAL SUMMARY

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Creative professional with over a decade of experience producing shoots, on-air promos, web content and creative for top television networks and brands. Proven track record of creating 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.

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## EXPERIENCE

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### The Coca-Cola Company

Freelance Producer

Atlanta, GA

November 2020- Present

### OWN: The Oprah Winfrey Network

Freelance Sr. Writer/Producer, Creative Marketing

Los Angeles, CA (Remote)

July 2020- November 2020

As a Sr. Writer/Producer I conceptualized, wrote and produced series campaigns, social and digital marketing content, special events and network presentations. I assisted in production shoots as needed and supervised edit sessions and directed voice-over talent. In addition to on-air production needs, I supported 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 Entertainment

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 and promo 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 and established FOX properties like Hell's Kitchen and MasterChef Jr. Additionally, I produced long form pieces for FOX network presentations.

### FOX Broadcasting Company

Freelance Audio Producer

Los Angeles, CA

May 2016- October 2016

As an Audio Producer I was responsible for managing audio bays, directing voice-over sessions and performing quality control on all final audio mixes.

### Freelance

Writer/Producer

New York/ Los Angeles

March 2015- March 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!" shoot concept writer

**Viacom Media Networks: MTV**  
Associate Producer

New York, NY  
February 2014- March 2015

As an Associate Producer I 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. I also 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

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. Additionally, I trained and supervised department interns and served as lead PA for Upfront presentations.

Marketing Assistant

As a Marketing Assistant I 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.

**ABC: Who Wants to Be a Millionaire**  
Freelance Production Assistant

New York, NY  
July 2009- November 2009

I served as a Production Assistant for the 10<sup>th</sup> anniversary primetime season as well as syndicated episodes. My 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.

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**SKILLS**

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

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**EDUCATION**

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**Florida State University**, Tallahassee, Florida 2003-2007  
B.A., Major: English, Minor: Communication