

# SherondaShantelWinfrey

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## PROFESSIONAL SUMMARY

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Creative Director with over 15 years of experience producing marketing promotions, digital content and brand creative for top media networks and brands. Proven track record of creating innovative, award-winning campaigns and driving ratings across multiple disciplines including entertainment, lifestyle, and live content. Leadership experience includes supervising direct reports and managing vendor relationships through all aspects of production.

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## EXPERIENCE

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### Paramount Global: BET Media Group

Creative Director

Atlanta, GA (Remote)

Nov. 2021- present

As a Creative Director, I create award-winning promotional content, supervise direct reports, and collaborate with internal and external production partners to support multiple projects on the Brand Creative team. Projects include weekly and monthly tune-in promotion, image promotion, movie promotion, and tentpole promotion for BET Media Group's existing and emerging distribution platforms. Furthermore, I ensure that marketing initiatives are executed in a manner that elevates the brand and communication positioning of BET, BET+ and VH1.

### StudioNow, The Coca-Cola Company

Production Manager/ Line Producer

Atlanta, GA

Nov. 2020- Oct. 2021

As a Production Manager, I managed the Coca-Cola account and created budgets, generated client proposals, hired crew, and secured releases for production shoots. As a Line Producer, I served as the primary liaison between StudioNow and Coca-Cola Studios, The Coca-Cola Company's in-house creative agency. I provided vendor support for photo and video projects by ensuring final deliverables met quality control standards and delivered on client objectives.

### OWN: The Oprah Winfrey Network

Sr. Writer/Producer, Creative Marketing

Los Angeles, CA

July 2020- Nov. 2020

As a Sr. Writer/Producer, I conceptualized, wrote, and produced creative for series campaigns, social and digital content and special events. I produced virtual talent shoots during the Covid-19 pandemic, supervised edit sessions and direct voice-over talent. In addition to on-air production needs, I supported integrated marketing by developing campaign rollout plans and initiatives.

### Studio City

Creative Director

Los Angeles, CA

Jan. 2020- May 2020

As a Creative Director, 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 following daily tapings.

### FOX Entertainment

Writer/Producer

Los Angeles, CA

May 2016- Jan. 2020

As a Writer/Producer, I conceived, wrote, and produced show campaigns, topical spots and promo shoot creative on the Reality and Specials team. 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 sizzle reels for FOX network presentations.

### 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!" shoot concept writer

**Viacom Media Networks: MTV**  
Associate Producer

New York, NY  
Feb. 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 creative for integrated marketing co-branded campaigns. I collaborated with external teams to deliver creative brief requests and 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- Feb. 2014

As a Production Assistant, I wrote and produced promos for Food Network and Cooking Channel and served as a liaison between our internal team and production vendors. I trained and supervised department interns and held the role of lead PA for Upfront presentations.

Marketing Assistant

As a Marketing Assistant, I provided direct support to SVP of Marketing, Creative and Brand Strategy and strategized marketing campaigns and initiatives including the launch of a new cable channel, Cooking Channel.

**NBC Universal**  
Page Program

New York, NY  
March 2008- March 2009

East Coast Page in NBC Universal's highly selective early career development program. I held the role of Web Assistant for MSNBC's Emmy Winning Decision '08 election special and served as a Production Assistant for The NBC Agency and CNBC's Mad Money with Jim Cramer.

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**EDUCATION**

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