

CLIENT NAME

New York, NY 10028 | Email | XXX – XXX – XXXX | [Linkedin.com/in/](#)

Communication Strategy Development | Exclusive News Production & Reporting | Market Trend Research & Analysis

Ensures rapid response to crises and conflicts to collect factual information as a highly acclaimed and award-winning journalist. Reinforces organizational structure and informs decision-making by developing and implementing communication and marketing strategies. Attains organizational growth and revenue goals by coaching and motivating high-performing cross-functional teams. Demonstrates exceptional performance within fast-paced and high-risk environments.

International Crisis Coverage
Community Development & Welfare
Media Network Expansion

Effective PR Building
Accurate Documentation & Reporting
Marketing Campaign Launch

Employee Performance Improvement
Team Leadership & Development
Staff Recruitment & Training

PROFESSIONAL EXPERIENCE

Marketing Consultant, Parkside Memory Care Cottage

01/15 – Present

Calculated market depth for senior and caregiver population through detailed analysis of economic and population trends in Midwest and Southeast US while researching targeted market for various levels of senior housing and services. Proposed feasible location and determined required penetration rate for long-term success by developing competitive profile of existing senior care facilities and alternative care options.

- Educated potential residents by formulating robust marketing strategies related to website design, SEO strategy, blog writing, social media, email, PPC Google advertising, radio, video, and event marketing.
- Devised marketing plans and performed feasibility research for 100-bed assisted living residence for senior citizens with Alzheimer's disease (AD).

International Desk Editor & Acting Supervisor, Cable News Network (CNN)

06/08 – 12/16

International Newsource Affiliate Editor

06/08 – 08/10

Broadcasted breaking news and exclusive stories by supervising a large-scale team of news editors and field crew. Leveraged extensive knowledge of world cultures and political landscapes to establish trust-based relationships with government and local bodies. Employed editorial judgement and media training expertise to source and hire highly-qualified experts for affiliate clients. Helped affiliates in accomplishing program objectives and maintaining credibility of CNN as a trusted news network by training global affiliates and partners on effective utilization of CNN branding and resources.

- Nominated for 2 Emmy awards for covering Syria and Israel-Gaza conflict, achieved Peabody Award for Gulf Oil Spill, and received Peabody Award for remarkable coverage of 2008 US-Elections.
- Spearheaded a team of 120+ international employees to develop and deliver internal communication plans for 1K+ CNN employees worldwide.
- Nominated for Emmy awards for end-to-end coverage of International Ebola Crisis; covered infectious disease outbreaks and natural disasters by building healthcare networks with WHO, CDC, health ministries, and hospitals.

EDUCATION

Master of Health Administration, Columbia University

08/14 – 10/16

Master of Science in Broadcast Journalism, Columbia University

08/07 – 05/08

Bachelor of Arts in Communications & Media Studies, International Relations, and Peace & Justice Studies

08/07 - 05/06

VOLUNTEER EXPERIENCE

Fundraising Committee Member, Developments in Literacy, 03/18 – Present