

# SHANNON SMITH

CONTENT CREATOR | JOURNALIST |  
COMMUNICATIONS PROFESSIONAL



## ALL ABOUT ME

I am an Emmy Award-winning multimedia professional with a decade of experience in journalism, content creation, writing, social media, public relations and media relations looking to take my skills into a new medium.

## CONTACT INFO

Mobile: 904-864-5905  
Email: shannonsmithnews@gmail.com  
Instagram: @shannonsmithnews  
TikTok: @shannonsmithnews  
Facebook: @shannonsmithtv  
Twitter: @shannonsmithtv

shannonsmithnews.com

## CORE SKILLS

- Content creation
- Video production and editing
- Public speaking, live and recorded
- Media and press relations
- Social media strategy
- Information gathering
- Social branding

## ACCOMPLISHMENTS

Winner - 36th Annual Midsouth Regional Emmy Awards, Hard News Report, 2022

3x 1st Place Entries - 2021 Golden Press Card Awards in Series Writing, Feature Reporting, and Pandemic Reporting

## THE NON-RESUME ME

I am a lifelong dancer and recent figure skater, taking lessons each week. Can you say Winter Olympics 2026?! I decorate royal icing sugar cookies for any occasion you could imagine. It's a great creative outlet. I love dogs, parks, travel and new food!

## WORK EXPERIENCE

### Assistant Editor, Marketing and Teknovation, PYA

Knoxville, TN, 2022 - present

- Write and publish enterprise business, technology, and entrepreneurship stories for publication Teknovation.biz
- Manage all social media accounts
- Create internal video and marketing materials

### Weekend Anchor, WBIR 10News

Knoxville, TN, 2021 - 2022

- Manage a team of reporters, producers, and photographers
- Make critical editorial decisions under tight deadlines
- Write and approve scripts, with an emphasis on factual and concise information

### Owner, Crafty Queen Cookies

Knoxville, TN, 2020 - present

- Bake and decorate royal icing sugar cookies
- Manage production, sales, marketing, scheduling, client interaction, social media, and supply stocking

### Multi-Skilled Journalist, WBIR 10News

Knoxville, TN, 2018 - 2022

- Pitch, shoot, write, edit, and air original enterprise content for television and social media platforms
- Mentor young reporters to enhance their storytelling abilities
- Write detailed web articles with an emphasis on AP style, including SEO overrides and conducting headline tests

### Senior Reporter, KFDA News Channel 10

Amarillo, TX, 2015 - 2017

- Train new reporters on newsgathering, editing, storytelling
- Cover breaking news, working to share factual information quickly and accurately

## EDUCATION

### Auburn University

Bachelor of Arts in Journalism  
Honors, Magna Cum Laude

- Student Recruiter, campus tour guide
- President, Mortar Board Honor Society