

RODNEYA ROSS

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COMMUNICATION AND PUBLIC RELATIONS LEADER

PROFESSIONAL EXPERIENCE

SENIOR ACCOUNT EXECUTIVE

2022-Present

Gregory FCA | Remote

- Lead strategic public relations campaigns for several clients
- Manage projects across multiple clients and timelines
- Develop content such as press releases, messaging documents, contributed articles, social copy, media pitches and blog posts to achieve client messaging objectives and marketing goals
- Generate and secure leads for new business for the firm
- Build relationships with journalists to secure media placements for clients positioning them as thought leaders in top-tier outlets
- Utilize skills as a former TV journalist to train and prepare clients for broadcast interviews
- Mentor junior team members

MULTIMEDIA JOURNALIST, REPORTER, ANCHOR, & ASSOCIATE PRODUCER

2016-2022

Spectrum News | Cleveland, OH | July 2020-Present
WAAY 31 ABC | Huntsville, AL | June 2018-June 2020
WHIZ News NBC | Zanesville, OH | Sept. 2017-June 2018
WDIV Local 4 News NBC | Detroit, MI | Oct. 2016-Sept. 2017

- Generate and pitch impactful community-based stories through relationships with local and state public officials and advocates garnered through coalition building
- Research, pitch, and gather content to write and edit compelling stories for media outlets
- Produce and execute web copy for each broadcasted story; operate video camera to shoot interviews and b-roll and use editing software to edit story for TV
- Conduct live and taped news stories on location and in studio

PROJECT LEAD

2020

Springboard Collaborative | Remote

- Directed research to compile a list of organizations to support and amplify the literacy nonprofit's new program
- Led press release writing and media advisories to promote programming
- Curated list of local media to forge and cultivate relationships

PUBLIC RELATIONS INTERN

2016

Effective Media, LLC | The King Center | Atlanta, GA

- Wrote press releases, media advisories, press kit and other correspondences for client
- Pitched stories to media, provided event media support, and attended strategic planning meetings
- Developed and prepared talking points for internal communication and newsletters and delivered newsletter for production

EDUCATION

MASTERS OF ARTS IN STRATEGIC COMMUNICATION **2020**
Michigan State University

BACHELOR OF ARTS IN JOURNALISM **2012**
Michigan State University

HIGHLIGHTED SKILLS

- **AP STYLE AND BROADCAST WRITING**
- **NON-LINEAR EDITING SYSTEM:** Adobe Premiere Pro, Edius, Final Cut Pro
- **VIDEOGRAPHY:** JVC, Sony Panasonic, Canon Rebel T6i
- **BLOGGING/POSTING/MARKETING:** Wordpress, Clickability, Adobe Experience Manager, Constant Contact, Meltwater, Muckrack, Asana

AFFILIATIONS

- Public Relations Society of America
- National Association of Black Journalists
- Society of Professional Journalists
- Alpha Kappa Alpha Sorority, Incorporated
- Midnight Golf Program