

# Jenna Huff

Fort Wayne, IN

[huffhousejj@gmail.com](mailto:huffhousejj@gmail.com)

## PROFESSIONAL SUMMARY

Dedicated people leader with 14 years of communication experience currently looking to transfer collaborative skills into a new industry. Passionate about company and community involvement, positivity impacting employee empowerment, and bettering the communities we live and work.

## PERSONAL PROFILE

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- Highly driven and dependable professional with emphasis on excellence, accuracy, and efficiency
- Exceedingly skilled at meeting deadlines and working under pressure, project management experience
- Proficient communicator, excels in public speaking and one-on-one interaction with marketing collaboration
- Familiar with multimedia and social media and ways to use them to build audiences and engagement
- Enterprising, diligent, persuasive, creative, motivated, and dedicated leader and employee
- Skilled writer who can produce five short and long-form stories per week, across platforms, with an emphasis on emotionally driven narratives through research and timely interviews conducted with experts, community members and local officials
- Manage frequent high-profile situations, including breaking news, which requires rapid vetting and streamlining of information provided by a variety of sources delivered to a live audience
- Strategized and built a personal brand on social media which initiated daily social conversations and generated story leads, sparking 8% growth across our platforms YOY

## PROFESSIONAL EXPERIENCE

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### Nexstar Media Group Inc, News Director

WANE TV, Fort Wayne, IN

September 2020 – Present

- Duties included managing a team of 31 and the content production of 25 hours of local news a week. Working closely with promotion on branding strategies to take a struggling number one back into first place. Budget oversight and consistent hiring and recruiting responsibilities for a legacy station. Oversight of digital brand and social media footprint.
- Organizing and delivering consistent communication plans, creative development and public relations strategies

### Trine University

Professor, COM 373

January 2022 – April 2022

- Responsible for developing and executing a working relationship with Trine University to give their students more access to the newsroom. Created curriculum and class for online and newsroom instruction.

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## Sinclair Broadcast Group, News Director

WGXA TV, Macon, Georgia

June 2015 – Aug. 2020

WFXL FOX 31, Albany, Georgia

April 2011 – Aug. 2020

- Duties include managing a staff of 40 and WFXL satellite office of 5 (23 at WFXL April 2011-June 2015); managing the content and production of 30 hours of local news a week (26 hours at WFXL April 2011-June 2015); working closely with media operations and sales staff; maintaining personnel and operating budgets; coaching and developing new talent and leaders in the newsroom; developing relationships with community partners; increasing coverage, workflow, and efficiency of operations; evaluating staff; creating a schedule; and providing feedback on news content.
- WGXA specific accomplishments include breaking station website records, leading to 1 million page views in two separate months; increasing all news shares November 2015 through November 2016 except one timeslot; leading a team on new revenue projects including College Gameday shows, Powerplay Hockey Show, Friday Night Football expansion, and News on the Road; and working with production and promotions on a complete news brand change.
- WFXL specific accomplishments include working as part of a team to raise news profitability more than 30% in one year; working to gain Nielsen ratings in a new morning newscast for the first time in station history; providing direction and management of newscast coverage to grow double ratings in the 10pm newscast; implementing new station image and branding; and increasing ratings.

## HONORS AND COMMUNITY SERVICE

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- Southwest Georgia 40 under 40 honoree
- Salvation Army Committee Chair, Community Relations and Development
- Flint River Habitat for Humanity team member, Community Actions Committee
- Relay for Life Team Leader
- Dedicated American Red Cross donor
- Selection Committee member for Dougherty County Schools Teacher of the Year
- Healthier Moms and Babies Marketing Committee member
- Secretary of the Covington Woods HOA
- AP and SPJ Mark of Excellence award judge
- SPJ Best Newscast Winner 2022
- Four-year Scholarship Athlete—Wayne State University

- **EDUCATION**

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Specs Howard School of Broadcast Arts, Video Concentration

2006

Bachelor of Arts, Wayne State University, Detroit, Michigan

2005

MASS COMMUNICATIONS MAJOR, JOURNALISM MINOR

## REFERENCES

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Available upon request