

# LAUREN STEPHENSON

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## C O N T E N T P R O D U C E R

*Attract, engage and activate target markets by producing customer-centric content that informs, educates and influences.*

**Create meaningful, memorable communications** by providing sound editorial judgment combined with keen insight to develop messages that resonate with diverse audiences. **Strengthen messaging with design sensibility** using infographics and multimedia. **Leverage broad knowledge** of current events to produce and build compelling content into substantive, informative programming.

**Approachable leader** known for fostering collaborative, inclusive environments and advocating for team; securing resources, providing support and removing obstacles to success. **Collaborate with cross-functional teams** to develop and deliver projects from initial concept to final execution to post-launch review and assessment.

## E X P E R T I S E

- Content Creation, Development & Production
- End-to-End Project Management
- Storyboarding & Storytelling
- Filming & Video Editing
- Social Media
- Story Research, Interviewing & Fact-Checking
- Public Speaking, Presenting & Reporting
- Cross-Functional Collaborations
- Digital Communications
- Copywriting & Editing

## E X P E R I E N C E

Newsy | Chicago, IL

2016 – October 2021

### **PRODUCER** (2020 – October 2021)

Coordinated and oversaw content creation, development and production for daily and live event political segments. Co-developed editorial plans, pitched stories and segments, created storyboards, wrote scripts and drafted questions for guests and reporters. Drove viewer engagement by working with cross-functional teams to take high-impact projects from concept to execution. Enhanced segments with elements including custom graphics and banners. Briefed team on content status, elements and coverage methods.

*“You have an extraordinary mind and eye for detail. Your editorial judgment is one of the most sound editorial minds in our company.” Senior Director of Linear Programming*

- **Established robust content providing political coverage** for morning show, *Morning Rush*, by sharing in-depth knowledge of national politics and complex congressional procedures. Provided weekly outlook and daily list of upcoming political events.
- **Raised awareness and engagement** by developing and posting audience-centric content on social media platforms including Twitter, Instagram and LinkedIn.
- **Transformed content** from distinct lack of detailed political stories to providing thoughtful, impactful coverage of 2021 inauguration, second impeachment trial of President Trump and January 6, 2021, attack on U.S. Capitol.
- **Maintained superior content quality** during relocation to Atlanta that significantly impacted staffing, reducing team to a skeleton crew. Assumed additional job functions to free remaining staff to focus on script writing.

### **PRODUCER & ANCHOR** (2018 – 2020)

Planned and produced well-researched, contextualized content for *Newsy Tonight*, covering major news events including 2020 election, COVID-19 pandemic, first impeachment trial of President Trump and fire at Notre Dame Cathedral. Created and utilized banners and graphics to further viewers' understanding. Promoted segments by writing and publishing social media posts that engaged audiences. Transitioned from *Newsy Tonight* in April 2020 to produce and host four hours of live dayside programming until November 2020.

*“Incredible job (covering the Notre Dame Cathedral fire). You brought us stories we didn't see or hear about anywhere else...”  
“Lauren is an integral part of the...team, helping set editorial vision and elevate standards...” Excerpts from performance reviews*

- **Planned and built new one-hour newscast into top-rated program with engaging content.** Achieved Top 2 Nielsen rankings out of all Newsy shows and longer viewing times than shows with larger teams and more promotional resources.

- **Elevated show to exceed all expectations** by leveraging deep insight into current political events coupled with extensive research and use of primary sources to produce more detailed, contextualized stories, segments and interviews.
- **Produced lead segments and content for first impeachment trial of President Trump** that went beyond recap of trial to contextualize previous events and distill complex timelines, providing viewers with detailed, forward-looking analysis.
- **Created compelling and unique content on Notre Dame Cathedral fire in Paris** by featuring perspectives of everyday people on fire and other local issues, rather than official responses. Identified and sourced stories not covered by other outlets.
- **Advocated for and secured additional resources** after auditing team's work, strengths, areas for improvement and solutions and finding that team produced more total and original content per team member than any other team despite having 33%-50% fewer people than any other team. Shared findings with manager in 44-page report.

#### CONTENT PRODUCER (2016 – 2018)

Wrote and edited thoughtful, accurate headlines and stories for OTT platforms, clients and two shows, *The Briefing*, and original primetime program, *The Why*.

- **Pitched, wrote and presented compelling stories** for web, mobile and video platforms with many ranked "most viewed of the week."
- **Initiated use of top of show previews** for *The Briefing* that were well-received; success resulted in use across other shows.

Cox Media Group | Dayton, OH

2015 – 2016

#### ALL MEDIA JOURNALIST

Wrote, filmed, edited and presented stories for WHIO-TV's *News Center 7*; wrote stories for *Dayton Daily News*. Contributed diverse content including voice, sound bites, video and social media updates.

- Built trust and rapport with story sources; recognized by sources for **providing company's best coverage and engagement of community**.

WJFW-TV | Rhinelander, WI

2013 – 2015

#### ANCHOR | MULTIMEDIA JOURNALIST

Pitched, interviewed, wrote, shot and edited stories. Anchored evening newscast. Built strong contacts that led to exclusive reports.

- **Played key role in team win of Wisconsin Broadcasters Association Award** for Best Continuing Coverage in Small Market, 2015. Edited, produced and anchored shows covering local murders that garnered international attention.
- **Fostered positive community relations** by participating in and volunteering to emcee local charitable events.
- **Influenced professional development** of station intern and high school senior through formal mentoring relationships.

#### EARLY EXPERIENCE

Intern – MSNBC and NBC News, Washington, D.C.

Intern – WJFW-TV, Rhinelander, WI

Youth Correspondent – Comcast Newsmakers' *Own the Vote*, Iowa

### E D U C A T I O N

WILLIAM & MARY – Williamsburg, VA | **Bachelor of Arts (BA) in American Studies** | Graduated *magna cum laude* in 2013

### T E C H N I C A L I N V E N T O R Y

Microsoft Office Suite: Word, PowerPoint, Outlook, OneDrive | Adobe Creative Suite: Premiere Pro  
Final Cut Pro | Edius | Avid | SnapStream | Twitter Media Studio

### L E A D E R S H I P

President | William & Mary Chicago Alumni Chapter | 2018-present