



Sabrina Santucci

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PROFESSIONAL PROFILE

Innovative, savvy and organized communications professional with more than 8 years experience in the media industry. Outgoing personality and highly skilled in field reporting, writing stories, public speaking and utilizing social media outlets.

Reporter and Multi-Media Journalist, NBC 5 Chicago; Chicago, IL 2015-2019

Researched, pitched and presented exclusive content for newscasts and digital platforms. Shot video, wrote and edited TV news stories on strict deadline.

- Utilized social media to engage viewers and grow audience (Twitter, Facebook, Instagram, Snapchat)
- Analyzed and tracked social media data to better understand audience and create more desired content
- Built relationships with community leaders for developing story leads
- Scheduled interviews and coordinated shoot locations
- Attended more than 75 community and industry events representing NBC Chicago
- Collaborated across teams and maintained effective working relationships with multiple departments

Reporter and Anchor, WXII 12 News; Winston-Salem, NC 2014-2015

Generated and presented news content in a compelling and relatable way.

- Established relationships with community leaders and legislators to secure exclusive stories

Anchor and Reporter, WTVO-TV; Rockford, IL 2012-2014

Shot, wrote and edited content for on-air and digital platforms. Supervised a team of 6, to ensure successful coverage of breaking news.

- Published videos and photos to station website.

News Producer, WCIA-TV; Champaign, IL 2011-2012

Managed Anchors, Reporters and Photographers, overseeing both editorial content of the news and how the news is produced and presented to the public.

- Booked guests and created top-rated morning show programming.

Online Production Assistant, Lucky Magazine; New York, NY 2010

Wrote and edited fashion news copy using AP format across digital platforms

EDUCATION

University of Illinois at Urbana-Champaign, 2007-2011

Bachelor of Science in Journalism with a Minor in Communication

SKILLS

- Superb organization and attention-to-detail skills
- Strong interpersonal abilities
- Works independently with minimal oversight to prioritize tasks and meet tight deadlines in high stress environments
- Excellent writing and oral communication skills