



# Sabrina Santucci

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## PROFESSIONAL PROFILE

Innovative, savvy and organized communications professional with over 8 years 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-Present**  
Research, pitch and present exclusive content for newscasts and digital platforms. Shoot, write and edit TV news stories and copy on strict deadline.

- Utilize social media to engage viewers and grow audience (Twitter, Facebook, Instagram, Snapchat)
- Analyze and track social media data to better understand audience and create more desired content
- Builds relationships with community and contacts for developing story leads
- Schedule interviews and coordinate shoot locations
- Attended over 75 community and industry events representing NBC Chicago
- Collaborate across teams and maintain 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