

KIMBERLY L. WRIGHT

470-304-1810 | wrightkimberlylou@gmail.com | Woodstock, Georgia

SUMMARY: Tenacious and skilled communication professional offering 15+ years of experience in digital media. Looking to leverage expertise in a communications manager, writing or copy editing role.

SKILLS

Editing | writing | proficient in AP style | writing | content curation | social media content | Microsoft suite | Social Newsdesk | SEO | skilled in Adobe Photoshop and Premiere

EXPERIENCE

Assistant News Director, Digital Content Center, October 2021 – November 2024 **Gray Media, Atlanta**

- Identified and wrote clear and compelling stories for breaking news and trending content.
- Managed livestreams for national news.
- Crafted strong social and app push alert suggestions, with an eye to quickness and accuracy leading to favorable outcomes.
- Spearheaded quality control checks of content produced by a staff of 11.
- Surfaced and curated national stories from 100 Gray station websites and social media, uncovering hidden gems.
- Created photo galleries and video, making sure the national video playlist maintained freshness.
- Collaborated with and responded quickly to the needs of our stations.
- Contributed to Gray's success in growing its national digital audience.

Senior Producer, Digital Content Center, October 2019 – October 2021 **Gray Television, Atlanta**

- Steered and mentored a staff of about 10 digital news professionals
- Crafted news content, photo galleries, livestreams and social teasers for more than 100 TV station websites and social media platforms.
- Surfaced and curated national stories from 100 Gray station websites and social media, uncovering hidden gems.
- Managed livestreams for national news.
- Contributed to the growth of Gray's digital audience.

Digital Content Producer, December 2012 – October 2019 **Raycom Media, Montgomery, Ala., and Gray Television, Atlanta**

- Produced news and trending content, photo galleries, livestreams and social teasers for about 60 Raycom TV station websites and social media platforms and then for nearly 100 Gray stations when Gray bought Raycom in 2019.
- Helped edit Meredith TV station's news content for the web as part of a limited contract.
- Honored as Quarterly Achiever for superior performance at Raycom's digital content hub in fourth quarter, 2013.

EDUCATION

Bachelor of Arts, English
University of South Alabama

CERTIFICATIONS

- **Certificate in Editing**, Poynter ACES - 2021