

# **KIMBERLY L. WRIGHT**

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**SUMMARY:** Tenacious and skilled communication professional who spent 12 years with previous company. I remember all the little details everyone else forgets. Looking to leverage expertise in a new role.

## **SKILLS**

Editing | writing | AP style | proofreading | content curation | social media content | Microsoft suite | Social Newsdesk | SEO | CMS | skilled in Adobe Photoshop, Premiere and Canva | teamwork

## **EXPERIENCE**

### **Digital Content Producer, WSB-TV, May 2025 – current**

- Write stories for the web
- Identify content for web/TV
- Write winning alerts to get people to open the app
- Cut video and write reporter's web stories and headlines
- Collaborate with news producers on breaking news coverage

### **Dialogue with the public via email and phone**

### **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 headlines, social and app push alert suggestions, with an eye to quickness and accuracy.
- Spearheaded quality control checks of content produced by a staff of 11 and helped train and mentor them.
- 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 stayed fresh
- Collaborated with our stations and responded quickly to their needs.
- 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 teases for more than 100 TV station websites and social media platforms.
- Identified and wrote clear and compelling stories for breaking news and trending content.
- Surfaced and curated national stories from 100 Gray station websites and social media, uncovering hidden gems.
- Collaborated with our stations and responded quickly to their needs.
- 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 teases 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 stations' 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.

**Editor, Maxwell-Gunter Dispatch, December 2010 – May 2012**

**Montgomery Advertiser, Montgomery, Ala.**

- Supervised three employees.
- Provided customer service by coordinating photos and copy for base newspaper, in print and online, in cooperation with Air University Public Affairs.
- Provided long-range planning, assigning coverage and quality control. Also coordinated and posted multimedia content -- videos and photo galleries.

**Staff Writer, Maxwell-Gunter Dispatch, August 2009 – December 2010**

**Montgomery Advertiser, Montgomery, Ala.**

- Wrote and researched feature articles in the weekly newspaper.
- Proofed pages as part of quality control.
- Designed newspaper pages occasionally.

**Public Affairs Specialist, June 2006 – August 2009**

**Civil Air Patrol National Headquarters, Maxwell AFB, Ala.**

- Responsible for writing news releases, feature stories, themes, speeches, scripts, and print and web microtext.
- Helped plan and carry out events.
- Responsible for department web content and media center.
- Provided media relations support, distributing news releases to national or regional media and to internal audiences via most appropriate means.

**Online News Editor, February 2006 – June 2006**

**Civil Air Patrol National Headquarters, Maxwell AFB, Ala.**

- Responsible for organizing, editing and posting online news submissions from CAP volunteers all over the nation, as well as editing and posting art for the web.
- Also responsible for forwarding promising items to the magazine editor for possible development into magazine stories.

**Online content producer, March 2005 – February 2006**

**Montgomery Advertiser, Montgomery, Ala.**

- Coordinated the extra online content promoted in the print edition -- audio clips, pdfs, excel files.
- Created photo galleries.
- Updated the searchable databases.
- Responsibilities once included posting the print edition of the Advertiser to the Web site via WebJaz before site converted to a more automated system.

**Copy editor, October 2000 – October 2003**

**Montgomery Advertiser, Montgomery, Ala.**

- Wrote headlines, edited copy and paginated for a major daily newspaper.
- Worked with other departments to bring elements of a page together.
- Creative under intense deadline pressure.

**EDUCATION**

**Bachelor of Arts, English**

University of South Alabama

## **CERTIFICATIONS**

- **SEO**, Hubspot - 2024
- **Editing**, Poynter ACES - 2021