


DENISE ROYAL

 53 Whitehead Circle, Weston, Florida 33326

 646-337-9585

 msdeniseroyal@gmail.com

QUALIFICATIONS

Seasoned media professional with more than 15 years experience creating content, producing television programs, writing/editing popular national websites. Experience with Word Press and other content management systems.

EXPERIENCE

Senior Writer/Content Creator

SEP 2015 – PRESENT

Cancer Treatment Centers of America | 5900 Broken Sound Pkwy, Boca Raton, FL 33487

As Senior Writer and Content Creator, I create branded, informative and compelling content for the CTCA online and offline needs, including print and collateral materials, online blogs and newsletters, and other messaging initiatives. I help develop strategies and generate ideas for enhancing CTCA messages in building its reputation as the trusted authority in cancer care.

Freelance Producer/Assignment Editor

OCT 2013 – AUG 2015

NBC News - Miami Bureau | 155 Flagler St. Miami, FL 33130

In this role, I field produced packages, live shots, interviews, and coordinated stories and field crews for network programs. I also supervise broadcast and online coverage for NBC News' southern region. I coordinate the gathering and dissemination of news items: both editorial and visual. I researched and implemented coverage of ongoing stories and breaking news, including Ebola in Dallas, Emanuel African Church shooting in Charlotte, North Charleston shooting and 'American Sniper' murder trial. I worked closely with bureau producers in setting up and organizing story elements for all NBC News platforms. In addition, I initiated and maintained consistent communication with regional affiliates and News Channel counterparts. I also pitched story ideas to all NBC News platforms. My responsibilities included monitoring competitive broadcast and cable entities and social media.

Show Writer/Producer Weekend Today

DEC 2011 – JUL 2013

30 Rockefeller Plaza, NY, NY 10012

I wrote show/anchor scripts for national weekend morning show wrote and edited reporter packages and produced live segments. I also contributed to network's Education Nation series as a producer.

Freelance Producer/Writer

MAR 1999 – JAN 2006

I produced/wrote news segments for Today Show and Weekend Today show. I also served as Tape Producer for NBC Weekend Nightly News. I supervised correspondents, writers, production assistants and interns for weekday show. I was widely respected by my peers for ability of getting breaking news on the air quickly and accurately.

Royal Treatment Media

AUG 2011 – PRESENT

As a solopreneur, my firm provides 360 degrees of media production. From corporate videos to web site creation and content, we do it all! I specialize on working with companies and non-profits looking to increase their visibility online. My firm provides the following social media, blogging and training services: Managing social media profiles, community management, Content creation, social media strategy, creative campaign development and implementation. We can build your social media fan base, manage relationships with your customers and much more. We can train your staff on all things related to digital marketing. We create/manage your Social Media platforms - Facebook, Twitter, Google+, Pinterest, Tumblr, Instagram, YouTube, LinkedIn, etc. Create Social media/blog content creation strategy SEO, link building, guest blogging. Create blogs on WordPress or Blogger. Clients include: ARISE USA, South Florida Gay News, Author/Entrepreneur Chad Thilborger and Tyron Barrington.

Adjunct Professor

2014

Miami-Dade College

I taught Journalism/Media/Mass Communications courses as an Adjunct Professor including introduction to Mass Media and Writing for TV and Radio.

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EXPERIENCE

Adjunct Professor

SEP 2012 – MAY 2013

Westchester Community College

I taught Journalism/Mass Communication courses as a part-time Adjunct Professor. I also mentored several journalism students.

Producer/Writer

APR 2007 – DEC 2011

Nightly Business Report

I helped to update broadcast and online content of 30-year old PBS program; chaired Creative Committee that retooled the look of the program by integrating new graphics and instituting new tools like Skype. I line produced shows, coordinated information between bureaus, field produced segments and special programs covering financial news. I served as liaison between NBR and coverage partners. I also supervised reporters, editors, associate producers and commentators.

Regional Editor

MAY 2007 – MAY 2009

Edge Publications | 434 Massachusetts Avenue #501 Boston, MA 02118

I assigned news and feature writers throughout South Florida for national website. I managed budgets and planned future coverage for site's editorial calendar. I wrote and copy edited articles and photos, uploaded using proprietary content management system.

Copy Manager

MAY 2007 – MAY 2009

World Avenue | 6001 Broken Sound Blvd, Boca Raton, Florida 33487

I managed and edited freelance writers for OutOnTheNet.com website. I served as primary contributor in conception and creation of OutOnTheNet.com website and its content management system. Helped sales team market and promote website at trade shows and on social media sites.

Freelance Writer/Backup Producer

JAN 2006 – APR 2007

WFOR-TV | 8900 NW 18th Terrace, Doral, Florida 33172

I was hired as freelance writer and quickly promoted to freelance producer at CBS-owned Miami TV station. I worked closely with reporters, producers, anchors, assignment desk and Executive Producers to write copy for newscasts and afternoon updates.

Department Chair

OCT 2004 – JAN 2006

City College of Fort Lauderdale | 1401 Cypress Creek Road, Fort Lauderdale, Florida 33309

I managed more than 100 students in broadcasting department. I tripled the number of staff members, and placed students in broadcasting jobs. I also taught several journalism/TV/radio production courses.

Senior News Producer/Weekend Producer (freelance)

MAY 2003 – JUN 2004

WBPF-TV | 3970 RCA Blvd, Palm Beach Gardens, FL 33410

I worked closely with producers on developing newscasts. I also supervised reporters, photographers, editors, topical production and feeds.

Producer

MAY 2002 – MAR 2003

WBZL WB39/WTVJ | 15000 SW 27TH St, Miramar, FL 33027

I produced 4pm /10pm shows, supervise associate producers, reporters and write copy for cut-ins.

Senior News Producer

After being promoted, I supervised a line producer, writers, editors and graphics dept. I also acted as liaison between NBC Produced promotions and topical production.

Writer

FEB 1999 – MAY 2002

WABC | 7 Lincoln Square, New York, NY 10023

Wrote scripts for morning, afternoon and evening newscasts. Wrote and edited reporter packages under tight deadlines. Covered 9/11 Terrorist attacks, 2000 Election and Y2K.

Writer

MAY 1996 – JAN 1999

MSNBC | 1 MSNBC Plaza, Secaucus, NJ 07094

I was part of network's launch team. My responsibilities included writing for specials and breaking news coverage. My other duties included field producing, line producing, and coordinating correspondent live shots.

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EDUCATION

Master of Science, Mass Communication

Lynn University

Bachelor of Science, Broadcast Journalism

S.I. Newhouse School of Public Communications, Syracuse University

ACHIEVEMENTS

Poynter Institute – “Producing Newscasts: The Complete Producer”