



JENNIFER HARDY

EXPERIENCED JOURNALIST & COMMUNICATOR

CONTACT

 (813)535-2622

 jennifer.r.hardy@outlook.com

<https://producehardy.com/>

<https://www.linkedin.com/in/jenniferh13/>

<https://muckrack.com/jennifer-hardy/articles>

WHO AM I?

I am an experienced journalist, communicator, leader, innovator, problem solver, and can produce content for digital, social, and broadcast. I am an idea-driven individual who can thrive in a teamwork environment as much as work independently and finish on time and under budget. I believe in diversity and equality. I can see a project from idea to wrap up with minimal assistance outside budgeted amount. I love to tell stories and shine light in dark corners. I dig beyond events and look for the impact of stories. I am always searching for new ways to learn and grow in my crafts. I also have experience measuring analytical goals of the content I produce to keep the consumer, client and company happy.

SKILLS

- INEWS, ENPS, OCTOPUS SUPERUSER
- WORD, OFFICE 365, EXCEL
- VIZRT, XPRESSION
- EDIUS, PHOTOSHOP, PREMIERE
- GOOGLE ANALYTICS
- BUDGETING, PLANNING
- WRITING, PRODUCING, STRATEGY
- ARC, CLICKABILITY, FRANKLY, TOWN NEWS, SHORT STACK, WORDPRESS
- CROWDTANGLE, BUFFER
- OVERDRIVE, IGNITE, NEWSMAKER
- SOCIAL MEDIA
- LEADER ELECTIONS, ENPS/AP ELECTIONS SUPER USER

EXPERIENCE

News Director/KLKN, Lincoln, NE

August 2020 – September 2021

Oversee newsroom and digital staff of 30, budget, strategic planning and hiring. Project manager of transition to automation. Created "One Newsroom" SOPs and strategy for local use.

News Director/WWSB Sarasota, FL

July 2016 – June 2020

Oversee news, lifestyle/sales-oriented show, digital content, production & master control systems. Lead team through two ownership changes in 3 years. Manage, budget, and create systems and strategic plan for staff of 55

News Director/WAAY31 Huntsville, AL

2014 - 2016

Lead production, digital and news team to create a new brand in the Rocket City. Implemented market-centric beats on air, online and OTT.

News Director/KOLO8 News Now Reno, NV

2012- 2014

EDUCATION

Southwest Missouri State University, 1997

Bachelor of Science in Communications &
Journalism

TRAINING & GROUPS

Carole Kneeland Project for Responsible
Journalism – 2002 & 2015

Aspen Institute for Leadership – 2015

Member RTDNA, IRE, SPJ

Oversaw news team in a competitive Northern Nevada market. Created systems and strategies in a newsroom that didn't have firm expectations. Assisted with planning and design of new news set and weather center. Assisted with a digital first mentality in the newsroom and implemented strong social media expectations.

Other Relevant Experience

FOX5 News Las Vegas – Assistant News Director

KXLY Spokane – Assistant News Director

FOX23 News Tulsa – Assistant News Director for startup

WMC Memphis – Executive Producer

KOLD – Producer

KRNV – Producer

CAROLE KNEELAND PROJECT – 2002 & 2012, Aspen Institute for Leadership - 2015