

Sierra Hancock

🏠 *St. Louis, Missouri*

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Experience

Promotions Producer, July 2018-September 2020

Channel 4-KMOV, St. Louis, Missouri

- ◇ Edited TSRs, POPs, image spots and daily topicals using Final Cut Pro and Avid, under deadline
- ◇ Wrote creative scripts in line with station brand
- ◇ Collaborated with producers, talent, graphic designers and Creative Services Director to produce content that drives viewers to our station
- ◇ Produced and directed large-scale video shoots; managed talent, crew members and exterior factors
- ◇ Operated DSLR cameras, lighting kits and microphones to capture quality footage

Owner/Principal Designer, August 2017-present

CC CreatiV, Remote

- ◇ Creating engaging online content, graphics and videos to enhance client's brand and increase sales
- ◇ Designing brand-focused websites and user-friendly layouts to increase traffic

Multimedia Producer, June 2016-July 2018

FOX 21-WHNS, Greenville, South Carolina

- ◇ Wrote and produced creative and engaging content for multiple social media platforms and the website
- ◇ Trained new hires using PowerPoint presentations, worksheets and hands-on experience
- ◇ Determined how and where content should be presented to obtain most engagement

Program Director, July 2017-December 2015

Galaxy Radio, St. Louis, Missouri

- ◇ Trained 30 plus DJs on radio equipment, program logs and social media best practice
- ◇ Critiqued and developed programming to drive listeners to the station and station events

Orientation Coordinator (Events), April 2015-August 2015

First-Year Experience, St. Louis, Missouri

- ◇ Worked alongside director to establish working budget for freshman orientation weekend
- ◇ Organized and mentored 50 orientation leaders
- ◇ Researched success of past orientation events to create a new and exciting experience

Skills

- ◇ Final Cut Pro X, Avid
- ◇ Adobe Photoshop
- ◇ DSLR shooting experience
- ◇ iNews, Frankly
- ◇ Interpersonal communication
- ◇ Self-starter
- ◇ Adaptability
- ◇ Microsoft Office Suite

Education

- ◇ **Master of Business Administration in Marketing**
Northwest Missouri State University; Online, May 2022
- ◇ **Bachelor of Arts in Journalism**
Webster University, St. Louis, Missouri, December 2015
- GPA: 3.9
- ◇ **Study Abroad: Regents University**
London, Spring 2014

Honors & Awards

- ◇ South Carolina Broadcasters Association 2017 "Best Website, runner up: FOX Carolina"
- ◇ Webster Kirkwood Times Award
- News writing, Fall 2013 & 2016
- ◇ SPJ Journalism Foundation Award
- Video coverage, Fall 2013
- ◇ Dean's Service Award, Spring 2015
- ◇ Making a Difference Award
- "Creating Lasting Change at Webster University", Spring 2016

Activities

- ◇ KMOV Safety Committee, 2018 - 2020
- ◇ President of Society of Professional Journalists, 2013-2014
- ◇ Student Ambassador, 2013-2015



"Always striving to reach the top"

Work samples: SierraHancock.com