



TONYA SIMPSON

EXECUTIVE PRODUCER

EXPERIENCE

Executive Producer – I-Team / Special Projects

WTMJ-TV

June 2015 – Present

Community Relations Coordinator

Milwaukee County Department of Health & Human Services

October 2012 – June 2015

Producer, WISN-TV

Milwaukee, Wisconsin

March 2006 – October 2012

Producer, WYFF-TV

Greenville, South Carolina

August 2004 - March 2006

Producer/Reporter

KOMU-TV

Columbia, Missouri

January 2004 - July 2004

EDUCATION

Bachelors of Journalism in Broadcast Journalism

Cum Laude

University of Missouri-Columbia

August 2000 to May 2004

LEADERSHIP

- Manage team of anchors, reporters, photographers associate producers and crew while meeting hourly and daily deadlines
- Oversee all elements of creating live broadcasts including: choosing stories, assigning reporters and photographers, edit/critique scripts and packages
- Organizes and delegates assignments
- Manages workgroup scheduling, performance reviews and approves timesheets

COMMUNICATION

- Synthesize complex information and issues into concise, clear and accurate scripts, teasers, and online updates
- Lead meetings with creative services and digital department heads to collaborate on promotions plans for stories and content
- Use social media sites to quickly disseminate information and encourage key audiences to view all product platforms
- Wrote press releases and newsletters that are distributed to media, advocates and employees

CREATIVE

- Writes scripts, provides background for interviews and coordinates investigative elements during breaking news
- Combine video, interview and graphic elements to create effective stories for multiple platforms
- Determine which audio, visual and graphic elements best support and reinforce messages
- Use sites like Facebook, Twitter & Tumblr to create social media cross-promotions



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