

Jennifer Wig

jenvwig@gmail.com • 919.830.8688

EXPERTISE

Full complement of interactive and social media skills.
Multi-platform and multimedia content creation expert.
Content management systems: Expression Engine, Communicate and Wordpress.
Photo and video editing software: Edius, Photoshop, Adobe Premiere Elements.
FTP programs: Ipswitch FTP, WinSCP.
Video with a Panasonic AG DVX100 camera, photos with Nikon D90.
Proficient with MS Office Suite.

AWARDS

Series on Diabetes - D. Tennant Bryan Award/Media General/2006
"Bubbling Trouble" - First place, government reporting/Society of Professional Journalists/2005
Series on Tennessee Medicaid - Second place, general news writing/Virginia Press Association/2005
"Lack of Foresight Makes us Shiver" - Third place, editorial/Illinois Collegiate Press Association/2003

EXPERIENCE

NBC17 - Raleigh, N.C. - www.mync.com
Multi-Platform Producer - July 2007 - Present

Spearheaded creation of leading Triangle politics blog. Produce live news broadcasts, writing scripts, ordering graphics, making content decisions and booting the live show to see it achieved. Leader in use of social networking to reach audience, attending local Twitter events, connecting our station with new viewers in target demographic. Lead editor for content on MyNC Web sites. Produce and post unique print, video and photo content on those sites. Produce full-length video packages for Web: shooting, voicing, editing and posting.

Sugar Hollow Retreat - Butler, Tenn. - www.sugarhollowretreat.com
Freelance Public Relations Manager - June-December 2009

Started SHR public relations from scratch, increasing web traffic and inquires. Researched, blogged and wrote press releases to send to relevant Web sites, news groups. Built Wordpress blog site, organized media contact lists and set up social media accounts. Collaborated with other manager to produce and organize events to reach potential clients.

Bristol Herald Courier - Bristol, Va. (*40,000 daily*) - www.tricities.com
Reporter - January 2005 - July 2007

Researched, interviewed and investigated issues to write daily stories on county government, education, an airport, state legislation and health. Teamed with sister TV station to appear on broadcasts and compile projects for both media. Produced and anchored five-minute Web casts.

Lee News - Springfield, Ill.
Bureau Political Reporter - Jan. 3 - May 30, 2004

Reported on the Illinois State House of Representatives, committees and Constitutional officers, while completing Master's degree at UIS.

Daily Egyptian - Carbondale, Ill. - SIU (*20,500 daily*) - www.dailyegyptian.com
Editor-in-Chief - September 1999 - May 2003

Supervised a staff of 50 reporters, photographers, designers and editors. Edited all copy, directed meetings, made editorial decisions, mentored staff, generated and delegated ideas, represented newspaper to public, produced award-winning Sept. 11 first anniversary edition.

EDUCATION

M.A. in Public Affairs Reporting at the University of Illinois at Springfield/2004

B.S. in Journalism at Southern Illinois University at Carbondale/2003

