

AMBER VANDAM

COMMUNICATIONS SPECIALIST | WRITER
CONTENT PRODUCER

PROFESSIONAL PROFILE

Cross-platform communications and journalism professional with a twelve-year background in writing, storytelling, multi-media content creation and audience engagement. Emmy-winning writer/producer with understanding of high-volume content creation and extensive background in long-form broadcast scripting, web design and print journalism. Social media strategist with experience coordinating campaigns to maximize public impact and media exposure.

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@CNNAMBER



EXPERIENCE

CONTENT PRODUCER/ASSIGNMENT COORDINATOR

CNN | JUNE 2014 - CURRENT

- Pitched, developed, and produced written/visual stories for use across more than 1,000 national and international affiliate platforms
- Screened incoming press releases for stories of interest to clients, both the public and external news partners
- Identified and implemented opportunities for engagement with Newsource's audience through various social channels while maintaining the CNN brand; responsible for updating CNN Newsource's 14,000 Twitter followers
- Implemented new liaison communication procedures with partner department, streamlining content distribution between business units
- Lead producer responsible for the timely creation and distribution of more than 50 individual elements on several breaking news stories including Bataclan terror attacks, San Bernardino terror attack, Las Vegas shooting, Roanoke television crew shooting, California wildfires, and Hurricanes Michael, Maria, Florence and Irma
- Led group of producers through a major workflow shift; confirmed all team members were familiar with new production software and platforms, ensured compliance, and improved quality and speed for material delivery to affiliates
- Trained team of producers on writing/copyediting scripts; executed peer-review content approval, increasing efficiency and department output
- Demonstrated leadership across several wings of Newsource department; acted as chief project manager for fulfilling affiliate requests for material and editorial guidance
- Developed plans to effectively communicate vital facts and information across departments
- Vetted editorial developments to determine facts, weak points in storytelling
- Executed testing procedures on software updates to standardize production timeline for elements for distribution

WRITER, TRENDS AND SOCIAL (FREELANCE)

CNN | JUNE 2017 - CURRENT

- Pitched and executed enterprise reporting and distinctive stories for CNN.com based on developing social trends
- Researched, wrote, and copyedited compelling content in innovative formats for internal and external CNN platforms
- Identified emerging stories and led content evolution based on direction observed on major social channels

CONTENT AND NEWSGATHERING EDITOR

CNN | DECEMBER 2013 - JUNE 2014

- Delivered breaking news information to more than 1,000 CNN staff worldwide
- Led a team to liaise with more than 900 news stations across the country during breaking events including the Ebola outbreak, Ferguson riots, and Papal visits; ensured content and information flow to all CNN platforms as well as affiliates
- Cultivated associations with nationwide partners; leveraged those relationships to secure video and editorial assets for network use
- Supported needs of regional affiliates for obtaining network content; protected business interests of partners to ensure ongoing relationships
- Trained/coached new staff members on best practices, operational protocol, and tactics to maximize performance

SKILLS

Diverse Writing Portfolio

Press Releases

Media Strategies & Planning

Audience Engagement

AP Style Writing

Crisis Management

Project Management

Storytelling

Copywriting

Copyediting

Social Media Marketing

Digital Content Creation

Interviewing

Event Planning

Corporate Blogging

Non-Profit Fundraising

Video Editing

Full Microsoft Suite

Marketing Communication

Wordpress

CMS - Content Management Systems

Team Management

Career Coaching

EDUCATION

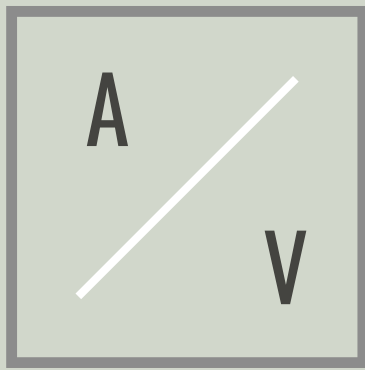
University of Utah

2002 - 2006

B.S., Mass Communication,

Public Relations &

Journalism



AMBER VANDAM

WRITER | CONTENT PRODUCER | STORYTELLER
COMMUNICATIONS SPECIALIST

EXPERIENCE CONT.

EXECUTIVE PRODUCER

WCBD | MARCH 2012 - DECEMBER 2013

- Led evening team to year-over-year share increases; doubled ratings from 2012 to 2013; achieved status as only evening and nightly newscast in the market to see increases in both audience share and ratings points
- Managed daily news team of more than 20 photographers, editors, field reporters and producers
- Encouraged creative process in production and editorial team by spurring reporters to divergent thinking when assessing market and audience needs
- Restructured existing newscasts to maximize viewer engagement
- Cultivated and fostered relationships across network partnerships for timely dissemination of news and story elements both online and broadcast

SENIOR PRODUCER

KSTU | AUGUST 2006 - FEBRUARY 2012

- Won EMMY, Best Newscast/Breaking News for coordinated coverage of ambush attacks on local police officers
- Won EMMY, Best Feature News Report for long-form piece "Dogs of War," a story developed independently from concept to completion including editorial pitch, field production, direction, writing and editing
- Launched use of social media platforms in daily newscasts to encourage viewer engagement and audience participation
- Raised network engagement and brand awareness through nations 32nd Nielsen market
- Acted as final point of contact on editorial and coverage decisions
- Coordinated breaking news plan on coverage of several live stores of national interest, including the Elizabeth Smart kidnapping trial and verdict, and the Josh Powell family murder/suicide

COMMUNITY IMPACT

LEAD EVENT PLANNER/COORDINATOR

BEST FRIENDS ANIMAL SOCIETY | MAY 2018 - SEPTEMBER 2018

- Oversaw all aspects of local fundraiser for the nations' largest no-kill animal rescue and sanctuary
- Conducted research to gather list of potential vendors within qualification guidelines and in keeping with the brand and overall message of the organization
- Coordinated access and confirmation of all necessary contracts and permits as liaison with municipality
- Approved design for marketing collateral; managed team of volunteers for distribution at targeted businesses to optimize market penetration
- Created multipoint, nationally-accessible tracking system to record more than 400 points of contact, donations, potential leads, and confirmed attendees
- Achieved largest Atlanta turnout to date with more than 700 registrations and festival participants
- Raised \$100,000 during one-day festival

DIRECTOR, MARKETING/SOCIAL MEDIA/PUBLIC RELATIONS

CANINES WITH A CAUSE | FEBRUARY 2011 - FEBRUARY 2012

- Created and managed content for foundation website and social media accounts; wrote updated animal profiles, updated foundation blog
- Composed media materials and press information for coverage of fundraisers and adoption events
- Initiated media strategy to ensure maximum exposure for foundation and increase public awareness
- Acted as point of contact and face of organization for media interviews and information
- Coordinated annual fundraising events
- Screened applicants for service animals; matched potential adopters with animals based on needs and abilities
- Managed team of day-to-day volunteers to ensure health and welfare of the animals in our care

AWARDS

CNN SPOT BONUS

November 2017
Breaking News
Hurricanes Irma, Maria

NATAS EMMY

2012
Best Newscast
Breaking News

NATAS EMMY

2011
Best Feature News Report
Serious Feature

MEMBERSHIP

Atlanta Press Club
Society of Professional Journalists