

# HEATHER JANSSEN

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## PROFESSIONAL EXPERIENCE

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SEPTEMBER 2021-PRESENT

**ESG Lead/Communications Specialist**, Nice/Nortek Control, Carlsbad, CA

- Cultivate relationships and engage directly with media publications to boost brand profile
  - ◆ Pitch/write thought leadership articles across 13 different brands relevant to industry by coordinating with product/brand experts
  - ◆ Interview & form relationships with partners to craft unique feature stories
  - ◆ Develop, manage and track press releases
  - ◆ Track and organize media coverage
  - ◆ Develop and execute media/advertising plans
- Selected to lead strategies & set goals for company's Environmental, Social & Governance (ESG) Responsibility Plan

### Freelance

- Copywriting
- Social Media
- Video & Content Creation

JANUARY 2020 – SEPTEMBER 2021

**Multimedia Journalist**, CBS KOVR-TV, Sacramento, CA

- Produced branded in-depth 'Learning Curve' stories centered on education & health efforts during pandemic
- Independently pitch, write, shoot & edit daily nuanced, relevant and creative character-driven stories under tight deadline pressure
- Utilizes social media to connect with the community and enterprise unique content

DECEMBER 2017 – DECEMBER 2019

**Fill-In Anchor/Multimedia Journalist**, CBS KOLD-TV, Tucson, AZ

- **4x Emmy-nominated** special report storyteller, including Best Writer in the Rocky Mountain chapter
- Pitch, write, shoot & edit daily nuanced, relevant and creative character-driven stories under tight deadline pressure
- Main fill-in Noon anchor & fill-in Weekend Anchor: Set assignments & mentored producers and reporters

APRIL 2015 – NOVEMBER 2017

**Anchor/Multimedia Journalist**, FOX KEVN-TV, Rapid City, SD

- **AP Award Winner**: 1st Place, Best Overall Feature Story
- Weekend Anchor for 9pm Show
  - ◆ Produce & anchor hour-long newscast
  - ◆ Make critical editorial news decisions & mentor reporters

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- Launched branded weekly 'Be the Change' positive community segment
  - Pitch, write & edit daily nuanced, relevant and creative character-driven stories while on deadline

## SKILLS & AWARDS

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**2018-2019 4x Emmy-nominated**, including Best Writer in the Rocky Mountain chapter

**2017 AP Award Winner**: 1st Place, Best Overall Feature Story

Proven media relations skills and experience

Sound news judgment through critical-thinking lens & human-centered stories

Excellent prioritization and project management skills to meet deadlines

Attention to detail and great grammar and writing skills

Videography, photography, editing

Strong writing, interpersonal & communication skills

Proficient in Adobe Premiere, Edius, AP style, Microsoft Office

Fast learner for any other skills necessary

**35 Under 35 National Honoree**, Sigma Kappa Sorority 2019

## EDUCATION

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2014 GRADUATE

University of Nevada, Reno

- BA Journalism
- Minor: Dance Production
- Communications Chair: UNR Dance Co-Op