

Whitney Salts

PUBLIC RELATIONS & COMMUNICATION

CONTACT

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Birmingham, AL



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EDUCATION

BACHELOR'S IN COMMUNICATION / JOURNALISM & ELECTRONIC MEDIA

University of Tennessee, Knoxville

2012-2016

SKILLS / Professional

Team & Public Communications

Videography & Editing

Exceptional Written Communication

Social Media Strategist

Website Management

Event Planning

Strategic Problem Solving

SKILLS / Technical

SEO, News, and AP Writing

Adobe Premiere Pro

Adobe Indesign

Canva

Final Cut Pro

Microsoft Publisher

PROFILE & PROFESSIONAL EXPERIENCE

Experienced Director of Communication and Public Relations with demonstrated history handling crisis communication, news-media, marketing, special events and development in the higher education and non-profit sector. Award winning journalist with multiple stories picked up by national networks.

DIRECTOR OF CORPORATE COMMUNICATION

Glenwood, Birmingham, AL

APRIL 2022 - PRESENT

- Led communication strategies to influence internal and external engagement
- Draft, edit, and deliver messaging through print, advertisements, websites, presentations, and social media
- Ensure internal and external communications content represents voice and brand
- Execute media relations strategy, seeking high-level placements in print, broadcast, and online media
- Provided media training and preparation for faculty being featured in local media and generating host questions and talking points
- Serve as one of the primary spokespersons for organization in the media
- Gathered and analyzed data on communications effectiveness and recommended improvements to extend reach and readership
- Led redesign and functionality of organization website along with ongoing updates
- Assisted in recruiting Direct Support Professionals and Clinical Staff for employment
- Established and maintained relationships with vendors to increase financial support of Glenwood events

DIRECTOR OF PUBLIC RELATIONS AND DEVELOPMENT

Saint Francis Schools, Atlanta, GA

NOV. 2018 - SEPT. 2021

- Carry out day-to-day needs for SFS, developing a content strategy that captures people and stories of the school and inspires deeper engagement in support of admissions, fundraising, athletics, and overall awareness goals
- Design promotional materials for print and electronic material, including newsletters, flyers, brochures, logos, and graphics for advertisement
- Serve as the school's primary content creator, writer, and storyteller, developing and executing a messaging strategy and content calendar that utilizes multiple platforms; ensuring key institutional messages are reflected in all communication
- Develop and implement the communication strategy for the annual S.S.O program - Georgia Tax Credit Program through Apogee
- Coordinate web development, from design, functionality, and maintenance
- Create manage, and grow presence on all social media channels as well as develop and execute strategies for social media engagement
- Coordinate all fundraising campaigns: Annual Giving Campaign, Headmaster's Reception, Golf Tournament, and Parent Outreach Programs

NEWS REPORTER

WALB- TV, Albany, GA

AUG. 2017 - NOV. 2018

- Delivered updates and analysis on current events with the goal of keeping public updated
- Conducted interviews to collect information from experts on a lead for the proposed story
- Pitched, shot, edited, and wrote multiple enterprise day-of-air and investigative stories for three newscasts
- 775 stories published online and aired on broadcast, many making national headlines
- Created relationships with members of community, law enforcement and other agencies to develop access to strong story ideas for future
- Created video for online products such as apps and social media sites
- Demonstrated a strong on-air presence and excellent writing skills for on-air broadcast and digital platforms daily

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AWARDS

EXCEPTIONAL REPORTING AWARD

South Georgia Region

M.A.D.D (Mothers Against Drunk Driving)

2018

MISS JOHNSON CITY

Interview, Talent, People's Choice, &

Community Service Awards

2017

CHILDREN'S MIRACLE MAKER

Johnson City Organization

2017

MISS SULLIVAN COUNTY

Miss America Organization

Talent & Community Service Awards

2016

INTERNATIONAL JOURNALISM

STUDY ABROAD PROGRAM

Prague, Czech Republic

Spent the summer in Prague focused on how other nations and international broadcasting org. are using new media to cover news

2015

JOB SHADOW IN NYC WITH

NATIONAL MEDIA

A part of a small group of select students from UTK to job shadow during Fall Break in NYC with CNN, ABC, The TODAY Show, CBS, and The Food Network

2015

VIDEO JOURNALIST

WATE-TV. Knoxville, TN

DEC. 2016 – AUG. 2017

- Located, filmed, wrote, and edited video footage for news under strict deadlines
- Configured media encoder to take in live video feeds
- Conferred with other personnel to discuss assignments, logistics and shot requirements
- Set up, composed and executed video shots
- Maintained video equipment
- Edited video clips for television broadcasts and eMedia content
- Shot video for reporters, anchors, etc and live shots out in the field

NEWS REPORTER

WKPT- TV Kingsport, TN

DEC. 2015- JAN. 2016 *left due to station closing

- Pitched, shot video footage, edited, and wrote multiple enterprise day-of-air stories for newscasts
- Filmed and reported on breaking news in Tri-Cities area

NEWS INTERN

WVLT- TV Knoxville, TN

AUG. 2015- DEC. 2015 & AUG. 2014- DEC. 2014

- Assisted reporters in research, shooting, and editing
- Created compelling web stories and VOSOT's for news broadcasts
- Covered the East Tennessee Health Forum on Ebola

NEWS INTERN

WBIR- TV Knoxville, TN

MAY 2015 – SEP. 2015

- Accompanied reporters on assignment
- Sat in with producers for the four, five, and six o'clock news broadcasts
- Assisted in news coverage on June 26th of the legalization of gay marriage

INTERESTS

Photography

Traveling

Fundraising

Community Service

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REFERENCES

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JIM WALLACE

NEWS ANCHOR

WALB- TV

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B.J. FLETCHER

CITY COMMISSIONER

City of Albany

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VOLUNTEER & ADVOCACY WORK

KOMEN SOCIAL MEDIA INFLUENCER

Susan G. Komen, Dallas, TX

2020

- Selected to be a social media influencer in the launch of the new national integrated marketing campaign called "Moments," which provides an intimate look at the stark reality of breast cancer
- Share social media posts and assets across my social media platforms
- Share breast cancer facts, survivor stories, animated graphics, and more
- Create content for Instagram & Facebook with donation abilities for Komen

MISS JOHNSON CITY & MISS SULLIVAN COUNTY

Miss America Organization, East Tennessee

2015-2018

- Official hostess of the City of Johnson City in 2017 and Sullivan County in 2016
- Made hundreds of appearances and speaking engagements across the city
- Spoke to school children about the importance of character education
- Spoke to thousands about the precautionary steps to take with breast cancer
- Traveled the state promoting my platform "Hope is a Cure for Breast Cancer: Education & Awareness."
- Local Ambassador & Volunteer for Children's Miracle Network Hospitals in TN
- Planned and executed various fundraisers; total raised for CMN \$1,800
- Made lasting connections through appearances at CMN hospitals across TN

EVENT DIRECTOR

Relay for Life-UTK, Knoxville, TN

2014-2016

- Planned and executed two events per year
- Conducted research for special events
- Organized and sought sponsorships for fundraisers totaling to \$98,000
- Advertised and spoke on cancer awareness in Knoxville community