

Nancy J. Rogers

NYC Metro

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www.wordrenovator.com

Director / Vice President of Strategic Communications

Leverage Broadcast Journalism Background for Efficient + Creative Storytelling

Visionary senior leader exceptional at turning complex communications challenges into executable strategies. Thought leader and acknowledged change agent, innovate solutions that promote transformational shifts in approach, culture, and workflow. Adaptable multi-tasker, make sound decisions in high-pressure situations. Core strength is developing breakthrough programs that engage audiences.

Curious, self-directed, broadly knowledgeable, cross-functional professional. Extensive experience in multimodal storytelling. Passionate about uncovering the narrative. Think quickly, act nimbly. Play well with others.

- Internal / External Communications
- Writing / Copy Writing; Editing / Copyediting
- Podcasting | Video | Animation
- Media Training / Coaching
- Social Media Account Management | SEO
- Trade Show Presentations
- Crisis / C-Suite Communications
- Breaking News

Signature Achievements

- Collaborated on an integrated media campaign for philanthropic arm of major healthcare org in NY metro, more than doubling number of donors and strengthening visibility of client within the community.
- Originated, planned, and delivered news coverage for use across entire Al Jazeera Media Network, reaching more than 220M households in 100 countries.
- Earned 2014 Alfred I. Dupont-Columbia award, reporting news and insight on Sandy Hook Elementary Shooting.

Professional Experience

FREELANCE, New York Metro, NY

2016 - Present

Strategic Communications Consultant

Harness multiple technologies to communicate messaging. Convert client goals into strategy and action. Develop and collaborate on communications programs. Industries include global pharma, hospital, insurance, non-profit, sports tech.

- Wrote and produced "The DermatoloGIST," a 6-episode web series featuring 5 prominent doctors addressing common issues in skincare.
- Designed web portal, organizing and delivering corporate messaging to 30K employees. Pitched and produced content for portal on weekly basis, underscoring client messaging.
- Proposed and created multiple podcast series for 10K+ sales reps, so messaging could be absorbed on-the-go.
- Boosted client's existing social media impressions 300% and increased subscribers 200%.

CNBC / THE NEWS WITH SHEPARD SMITH, Englewood Cliffs, NJ

2020 - 2022

Assignment Editor

Selected from thousands of applicants to lead breaking news coverage of flagship, prime time, hard news program on NBC Universal's business network, CNBC.

- Established and advanced single-handedly how to communicate daily broadcast needs to production teams around the network, resulting in smoother workflow for the entire network.
- Developed process, sharing showpieces with rest of NBCUni networks, increasing air times 250% per piece and burnishing reputation of show within the NBCUni family.
- Stepped up to design and manage show-wide Diversity, Equity, and Inclusion (DEI) program, documenting path to 50% diversity in front of and behind the camera, as mandated by parent company.

AL JAZEERA AMERICA, New York City, NY

2014 - 2016

Planning Producer, Special Beats

Maximized assets of Al Jazeera Media Network's (AJMN) 82 bureaus worldwide, crafting unique, compelling coverage not seen on other networks.

- Oversaw story development and production calendar for 5 beats simultaneously, including climate, international news, foreign policy, politics, and science and technology.
- Deployed teams and handled logistics during breaking news in real-time across multiple time zones and around the world.
- Devised method of creating much-needed, on-air, interstitial content by making promos of daily features on AJAM's popular website.

CBS NEWS, New York City, NY

2012 - 2014

Assignment Editor / Breaking News Producer

Managed crews, moved images, and delivered information to the right hands to shape network news coverage.

- Ran assignment desk during breaking news: simultaneously followed up on tips, checked sources, dispatched crews, updated control room and field crews, and collaborated with affiliates to traffic and delivered news content via FTP, satellite, Internet, and fiber transmission for 8 network broadcasts.
- Led standby team, interrupting network programming so that breaking news could make it on air.
- Authored CBS News's daily note of record for the entire news division, communicating story priorities to all teams.

Additional Positions Included

SEÑOR SANGRIA, Westfield, NJ, **Marketing Consultant**

THE NEWSMARKET, NY, NY, **Director of Media Relations**

FOX / CBS / ABC (NNS), NY, NY, **Producer / Head of Digital Training**

RTL (Bertelsmann, Inc.) NY, NY & Cologne, Germany, **Producer / Field Producer / Coordinating Producer**

Education

Bachelor of Arts (BA), Barnard College, Columbia University, New York, NY

Languages

Dele Superior Level C2, Spanish, IMAC,, Guadalajara, Mexico | **TestDaF**, German, Goethe Institute, Schwäbisch Hall, Germany,

Professional Development

2020 participant of Stand and Deliver's "Speak to Inspire" Invitational Program, learning tools, and techniques to quickly elevate ability to lead and communicate with relevance, clarity, and impact.

Community / Volunteerism

Created 501c3 charity YACC (Young Adults Conquering Cancer) to support teens hospitalized with cancer and other critical illnesses