



MEREDITH SHELDON

SPECIAL PROJECTS PRODUCER

Meredith Sheldon is an Emmy award-winning producer specializing in video storytelling and production. She manages special projects at NBC News Atlanta -- producing innovative video stories for broadcast and digital platforms.

CONTACT



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ATLANTA, GEORGIA

SKILLS

- Leading a creative team
- Managing multiple projects
- Video production
- Video storytelling
- Problem solving
- Adobe Premiere, InDesign
- AP ENPS
- DSLR, Sony XD

EDUCATION

UNIVERSITY OF FLORIDA

B.S. Journalism 2019

B.S. Health Education 2019

Summa cum laude

AWARDS

SOUTHEAST EMMY AWARD

Won a regional Emmy for Diversity, Equity & Inclusion video storytelling

NATIONAL MURROW

Earned a national Edward R. Murrow award for feature reporting

REGIONAL MURROW

Won 2 regional Murrows for News Documentary and Innovation

NATIONAL BROADCAST SOCIETY

First place for TV News Video in national competition

EXPERIENCE

SPECIAL PROJECTS PRODUCER

11ALIVE NBC NEWS, ATLANTA

JAN. 2022 - NOW

11Alive is the NBC News affiliate based in Atlanta, Georgia, serving the sixth largest television broadcast market in the country. The station is owned & operated by TEGNA Inc., an innovative media company that serves the greater good of its communities.

- Managed production for a 10-person special-project news team, overseeing 4+ video stories per week across broadcast, digital, streaming and Youtube platforms.
- Collaborated daily with photographers, editors, directors, graphic designers, reporters and writers to produce long-form and short-form video stories.
- Created and executed content coverage plans for a 100+ person newsroom for major breaking news events, such as the Roe v. Wade overturn. Pre-produced 10 video stories, organized day-of content and line-produced live coverage.
- Reviewed target market analysis to help produce 30-second promotional spots pushing our specialized content to increase reach to 11Alive's target DMA.
- Produced a daily investigative video segment for 2 months managing 2-6 stories a week boosting 6 P.M. show ratings to the highest share of the year for August 2022.
- Led our station's "Voices for Equality" franchise, producing 30-minute enterprise video specials highlighting diversity and inclusion. Our piece celebrating Pride in Atlanta won an Emmy award.
- Selected by Director of Innovation to oversee all station special projects in her absence.

SOCIAL CONTENT PRODUCER

11ALIVE NBC NEWS, ATLANTA

OCT. 2020 - DEC. 2021

- Executed 2-4 video news segments daily for 11Alive and 11Alive.com.
- Line-produced 1-hour to 4-hour live newscasts daily in Market 6 coordinating with directors, executive producers, anchors, editors and reporters.
- Coordinated 8 crews for 7+ hours of live election coverage on TV, Youtube and streaming platforms.
- Produced shows and segments during breaking news events like the 2020 Presidential Election, Georgia's historic Senate runoff race, the Braves World Series' win and an EF-4 tornado.

PRODUCER IN RESIDENCE

9NEWS NBC NEWS, DENVER

JULY 2019 - OCT. 2020

9NEWS is the NBC News affiliate in Denver, Colorado serving the 17th largest broadcast market in the country. TEGNA Inc. owns and operates the top-ranked station in the market.

- Produced 2-hour and 1-hour live newscasts for Market No. 17's highest-rated morning show with no prior line production experience.
- Worked with TEGNA corporate leaders to improve its national pilot producer program for the next 30 incoming producers.