

Nancy Zambrano

Represented by The NWT Group
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Experience

Consultant/Producer, Freelance Video Producer & Content Creator, Austin, TX 2013 – Present

Develop targeted branding strategies and programs for clients to attract and engage customers through online content and social media.

- Produce and host marketing videos for several companies including **Intel, Khorus, The Zebra, and Queue.**
- Created PR strategy for client of **Rock Candy Media**, collaborating with **Austin Cancer Centers** and **Hastings Humans** to develop interesting stories and determine best media platform.
- Contribute to **Austin Fit Magazine** to author and produce content relating to products and events within the fitness community.
 - Develop engaging content and locate best editorials to showcase products in an interesting and educational way.
 - Build and maintain the relationship with brands for future needs and/or potential advertising opportunities.

Content Marketing Manager/Content Marketing Journalist, ShoreTel, Austin, TX 2013 – 2014

Brought on board in Content Marketing Journalist position to produce quality tech business and communication-related video content for the website that would engage viewers.

- Oversaw up to seven remote writers and video editors, approving submitted content, proofreading, and editing to ensure quality output and on-time delivery. Managed the content calendar, tracking writing projects and ensuring on time delivery to meet looming deadlines
- Acted as the face of the company and managed the company's brand on social media and at trade show events, speaking knowledgeably on the company, its products, and services.

News Reporter/Fill-in Anchor, KTBC-TV & KRIV-TV, Austin & Houston, TX 2007 – 2013

News Reporter/Weekend Anchor, KMID-TV, Midland, TX 2005 – 2007

Leveraged deep community connections and strategic relationships with community leaders to stay abreast of breaking stories. Researched the story and reached out for interviews with influencers, leaders, and other subjects.

- Enterprised, developed, wrote and presented daily news content (TV, Print & Web)
- Booked and coordinated interviews with city leaders and subject specialists to create compelling stories and simplify subject matter
- Managed and used social media accounts to promote newscasts and engage viewers

- Developed and maintained relationships with credible news sources and city leaders
- Excellent multi-tasking and deadline oriented skills
- Recipient of **Texas Association Press Special Mention** for overall coverage of Austin City Hall. Thorough reporting style contributed to changing laws in Hays County and brought issues affecting the public to the city government's attention.

Technology Experience:

- Apple Final Cut Pro, Avid Editing Systems, AP newswire, ENPS, Social Media Platforms, WordPress, Microsoft Office, Adobe Creative Suite.

Education

University of Florida, Gainesville, FL

Bachelor of Science: Telecommunications-News

Minor: International Relations

Public Policy Certificate

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No Whining Talent