



# SHELBY LOFTON

## MULTIPLATFORM JOURNALIST

### EDUCATION

UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM

Bachelor of Journalism (B.J.), Radio and Television  
Bachelor of Romance Languages, Emphasis in Spanish  
Cum Laude

### PROFESSIONAL SKILLS

- Spanish-conversational
- EDIUS
- ENPS
- ARC
- Social News Desk
- Premiere Pro
- TVU backpacks
- iNews
- Avid Newscutter
- Interplay
- Content Management System
- Dejero backpack transmitter

### CONTACT DETAILS

Number: 818-442-2981  
Email: shelbyjlofton@gmail.com  
Twitter: @ShelbyWKYT  
Instagram: eShelbyonTV

### REFERENCES

KENNY HARVENER  
WKYT Chief Photographer  
859-327-7631

LINDSAY TRAVIS  
WKYT Nightside Executive Producer  
502-428-5110

BARTON BILL  
WKYT Special Projects Producer,  
Photographer  
859-327-7634

### WORK EXPERIENCE

#### **WKYT-TV, CBS Affiliate, Lexington, Kentucky**

July 2019-Present

##### *Multimedia Journalist*

- Contribute to award-winning and # 1 rated team in Lexington market
- Work flexibly as a swing shift and nightside reporter each week
- Pitch relevant, humanized and enlightening stories each shift
- Demonstrate ability and drive to turn multiple stories in 1 shift
- Add to online content with social media presence featuring Facebook lives, Instagram story teasers, live tweeting
- Build and maintain relationships with vast portfolio of sources across Kentucky

##### *Fill-in Anchor*

- Regularly fill-in for weekend morning newscasts
- Reliably solo anchor 2 hour shows and report after

##### *Innovation Team Member*

- Selected by managers to represent reporter voices in team meetings
- Pitch ideas for promotable content, web extras, newscast presentation

#### **KOMU-8 TV, NBC Affiliate, Columbia, Missouri**

January 2016 - June 2019

##### *Multimedia Journalist*

- Worked flexibly as a morning, dayside and nightside reporter each week
- Pitched and edited quarterly investigative sweeps pieces

##### *Producer*

- Crafted, organized and wrote 30 minute evening newscasts weekly
- Interacted heavily with directors and reporters so as to present their content and execute my vision precisely

##### *Anchor*

- Anchored weekend, weekday morning and evening newscasts alongside award-winning journalists.

##### *Digital Producer*

- Produced short videos catered to Facebook audience
- Diligently monitored online activity and posted interactive web stories
- Wrote engaging and thoughtful posts for online audience

#### **Newsy, National News Network, Columbia, Missouri**

August 2018 - June 2019

##### *Content Producer*

- Brought on to fill brand new position of brainstorming, writing, editing, anchoring and producing Newsy Briefs product
- Selected the most enticing and relevant visuals for monthly stories

### HIGHLIGHTS

#### **Rookie of the Year - Excellence in Broadcasting Award**

October 2020

- Recognized by the Kentucky Broadcasters Association as the top reporter in the state in their first 2 years of employment in the television industry
- Work and written submission reviewed by members of broadcasters associations in neighboring states
- Nominated by news director for my morale, dedication and innovative work