

Chrishonda Guiles

News Director

Profile

A dynamic and accomplished News Director with 5 years of experience in managing news operations, driving editorial excellence, and forging strategic partnerships. Highly skilled in overseeing multi-platform content creation, fostering a collaborative newsroom culture, and driving audience engagement. Demonstrated success in developing talent, optimizing resources, and staying ahead of industry trends. Adept at leveraging digital and social media platforms to amplify news coverage and maximize brand visibility. Committed to journalistic integrity and delivering high-quality news that informs, educates, and entertains diverse audiences.

Employment History

News Director at Florida News Network, FL

May 2023 - Present

- Successfully increased overall viewership by 25% within the first year by implementing innovative content strategies, expanding digital presence, and enhancing the quality of news production.
- Led a team of 30 journalists, producers, and editors to deliver award-winning news coverage, resulting in Florida News Network receiving three prestigious Edward R. Murrow Awards for excellence in journalism during the tenure.
- Boosted social media engagement by 40% by developing and executing a comprehensive digital strategy, incorporating live streaming, multimedia content, and timely updates across various platforms, significantly enhancing the network's online presence.

Assistant News Director at WFLA News Channel 8, FL

Aug 2018 - Apr 2023

- Led the team to achieve a 20% increase in viewership for the 6 pm news segment within one year by implementing innovative storytelling techniques and enhancing the quality of content.
- Successfully managed the coverage of major breaking news events, including Hurricane Irma, which resulted in a 30% increase in online engagement and a regional Edward R. Murrow Award for Excellence in Journalism.
- Developed and executed a digital-first strategy that led to a 25% growth in web traffic and a 40% increase in social media followers within two years, positioning WFLA News Channel 8 as a leading news source in Florida.
- Mentored and supervised a team of 50+ news professionals, resulting in multiple team members receiving prestigious journalism awards, including three Emmy Awards and two Associated Press Broadcasters Awards.

Certificates

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Education

Bachelor of Arts in Journalism and Mass Communication at University of Florida, Gainesville, FL

Sep 2013 - May 2018

Relevant Coursework: News Writing, Multimedia Storytelling, Media Law and Ethics, Public Relations, Investigative Journalism, Broadcast Journalism, Digital Media Production, and Social Media Strategies.

Links

[linkedin.com/in/chrishondaguiles](https://www.linkedin.com/in/chrishondaguiles)

Skills

Storytelling

Video Editing

Social Media Management

Adobe Premiere Pro

Investigative Research

Newsroom Leadership

Avid Media Composer

Languages

English

Dutch