

**Hailey Frances**  
**Represented by The NWT Group**  
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## **Executive Producer | in charge of all local content for Phoenix CW**

### **SUMMARY**

- In-house content director and creator for television and digital properties in Phoenix
- I lead a team of journalists through daily creation of topical entertainment and lifestyle news on-air and on the station's website and social platforms
- Work closely with the sales department to generate sellable content
- Serve as station talent
- Proven success launching compelling, unique and entertaining digital content, creating digital campaigns, and using analytics to drive growth
- Self-starter who believes results in the digital space come from a team empowered to take chances

### **WORK EXPERIENCE**

#### **KASW | EXECUTIVE PRODUCER**

**08/2015 – Present**

Responsibilities include overseeing digital content creation for the station website and brand social platforms, show development, production and execution for the local station and other Nexstar stations.

- Hired to create a news department and local programming department, I evolved both into digital first concept.
  - Lead a team of seven direct reporters plus rotating staff of interns
- Created a digital-exclusive strategy that is being modeled in other Nextar markets
- Creative direction and oversight of the following programs:
  - [:30 Second Download](#) - Daily entertainment news briefs
  - [Positively Arizona](#) - Weekly magazine/news show
  - [Best of Phoenix](#) - Recurring 1-hour special in partnership with Phoenix New Times Best of Phoenix issue, highlighting the winners for top local food and entertainment
  - [Backstage Pass](#) - Syndicated 30-minute program follows iHeartRadio hosts backstage at the iHeartRadio Music Festival in Las Vegas. Aired in 30 markets
  - [Road to Red Bull Conquest](#) - Syndicated 1-hour special documenting the life and habits of Esports contestants as they compete in the finals of the Red Bull Conquest, an elite nationwide video game competition
  - Digital exclusive content - [CW Trending Report](#), [Flash Show podcast/vlog](#), [Riverdale Recap LIVE](#)
- Serve as a liaison between news and sales department, marketing team, and clients. Evaluate analytics to develop strategies and create content that generates growth and engagement
- Reported LIVE from Las Vegas for regional New Year's Eve Countdown show airing in 11 markets

#### **KPNX 12 NEWS Phoenix | NEWS ANCHOR**

**08/2011 – 01/2015**

News Anchor, multimedia journalist and social media contributor working cross-functionally for 12 News and [AZCentral.com](#).

#### **FOX 17 Grand Rapids, MI | NEWS ANCHOR/ FRANCHISE REPORTER**

**08/2011 - 05/2010**

**KIAH CW Houston | REPORTER/FILL-IN ANCHOR**

**05/2010 -05/2009**

**WCAV CBS Charlottesville,VA | ANCHOR/PRODUCER**

**2007 -2009**

**EDUCATION**

**ARIZONA STATE UNIVERSITY | WALTER CRONKITE SCHOOL**

**2003 – 2007**

BA Walter Cronkite School of Journalism & Mass Communication

**ACCOMPLISHMENTS AND SKILLS**

- Grant recipient “Knight-Cronkite Alumni Innovation Grant” 2016
- Familiarity with reviewing social analytics
- Proficient with video editing systems and videography
- Successfully leads team to achieve strategic and measurable goals
- Quick and effective decision maker
- Innovative creative thinker