



Nancy Zambrano

Represented by **The NWT Group**

NancyShafran@NWTgroup.com

817-987-3600

<https://NWTgroup.com/client/nancyzambrano>

Bi-lingual reporter/producer/host

Content Creator with a talent for capturing a company's vision and brand within expertly produced videos that support objectives.

Leverage new and emerging technologies and marketing tools within TV, digital, social media, and print mediums to deliver strategic solutions to enhance a company's marketability, engage customers, improve brand recognition, and better position a company in the marketplace

A collaborative, dynamic, and bilingual (English and Spanish) communicator—able to present ideas and concepts about brand objectives and overcome challenges through the sales process.

EXPERIENCE

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
- Contributed 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

Freelance Consultant & Producer

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

Content Marketing Manager & Journalist

KTBC-Austin & KRIV-Houston, TX

2007 — 2013

Reporter/Fill-in Anchor

KMID-TV, Midland, TX

2005 — 2007

Reporter/Weekend Anchor

- 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
- Enterprise, develop, write and present daily news content (TV, Print & Web)
- Book and coordinate interviews with city leaders and subject specialists to create compelling stories and simplify subject matter.
- Manage and use social media accounts to promote newscasts and engage viewers
- Develop and maintain 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

Technical Skills

- Apple Final Cut Pro
- Avid Editing Systems
- AP Newswire
- ENPS
- Social Media Platforms
- Salesforce
- WordPress
- Microsoft Office
- Adobe Creative Suite

Education

University of Florida
Gainesville, FL

BS in Communications
Minor: International Relations
Public Policy Certificate

Social Media



@Nancyzambrano
1.8K followers



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