



# Tracy Clemons

Represented by **The NWT Group**

[CarolynKane@NWTgroup.com](mailto:CarolynKane@NWTgroup.com)

817-987-3600

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

## EXPERIENCE

### Texas Southern University, Houston, TX Associate Vice President for Marketing and Communications

March 2022 – Present

- Lead media relations effort that has resulted in 41 percent growth in national, regional, and local coverage and a 90 percent increase in impressions year over year
- Create and execute strategy that has resulted in 5x growth in TikTok followers and exponential growth in content
- Lead social media effort that continues to net at least 100+ new followers per week on social media platform, including 19 percent growth on LinkedIn year over year
- Lead team of three full-time employees and six freelancers in creating content to enhance the Texas Southern University brand
- Manage university website homepage
- Maintain relationships with contacts on campus and in the community to create consistent multimedia storytelling opportunities
- Collaborate with other university divisions to market the University in target geographical areas, resulting in increased enrollment

### WGHP, High Point, NC

June 2018 – March 2022

- Anchor 4:30am-7:00am weekday morning broadcasts
- Report enterprise race and culture stories for In Black and White segment
- Report enterprise and investigative stories on topics relevant to Piedmont-Triad region
- Collaborate with producers to create news segments and headlines for multiple newscasts
- Increased daily viewership resulting in ascension to number one morning newscast in market

### University of North Carolina Greensboro

January 2020 – March 2022

- Teach video journalism class, training students on how to put together stories for broadcasting
- Teach Newscast Production, teaching the basics of putting on a newscast
- Launched a weekly student run newscast, running editorial meetings, help students produce shows, guide then thought the news gathering process

### Houston Independent School District, Houston, TX

June 2017 – June 2018

- Served as key spokesperson for largest school district in Texas; representing 215,000 students and 33,000 employees
- Oversaw media relations functions of Department of Communications and supervised team of two members
- Responded to daily inquiries from local, regional, and national media
- Created communication plans for complex large-scale changes in District policy and strategy including Hurricane Harvey response.
- Developed long-term media relations programming strategy and calendar, identifying high-profile events and announcements, stories at both local and national level in print, broadcast, and digital media, speaking engagements for key district staff, etc.

### KTRK, Houston, TX

August 2014 – June 2017

- Enterprise, report and produce lead compelling stories for newscasts
- Report live in the field, and during breaking news
- Produce content for social media and website
- Fill-in anchor as needed

### MMJ/Reporter/Fill-in Anchor


## Accomplishments


- TABJ Paul Brock Award for Leadership in Media
- Triad Association of Black Journalists Vice President
- Won the Golden Achievement Award from the NSPRA for leading the media relations effort reflected in Houston Independent School District Office of Communications' Hurricane Harvey Communications
- Wrote OpEd article on behalf of then Superintendent Richard Carranza that received "Honorable Mention" in NSPRA Awards


## Skills

- Superior written and verbal communication skills
- Crisis Communications
- Video & Copy editing
- Spokesperson & On Camera
- Experience
- Relationship building
- Social media proficiency
- Ability to handle multiple complex projects
- Managing & Building Teams
- Education reporting expert
- Staff supervision
- Strategic Planning
- Proficient in MS Office

## Social Media

 @TracyClemonsNews  
4.2K followers

 @TracyOnTV  
2.1K followers

 @TracyClemons  
1.8K followers

 TracyClemons

## Education

University of Maryland, College Park Master of Arts: Broadcast Journalism

University of Virginia  
Bachelor of Arts: United States Government Politics

**KSDK, St. Louis, MO****Multi-Media Reporter**

August 2012 – August 2014

- Found & reported compelling stories for newscasts
- Reported live in the field, and during breaking news
- Cultivated reliable sources
- Shot and edited video

**KSLA, Shreveport, LA****MMJ/Fill-in Anchor**

July 2010 – August 2012

- Found compelling stories for use in evening newscasts
- Shot video for all stories, Wrote stories using ENPS, Edited stories using Edius 6, Posted stories to the station website using World Now
- Used social media to track down information, leads, viewer feedback, and to engage with viewers throughout each day
- Shot cell phone teases for use on website n Fill-in anchored regularly