



Sasha Jones



Represented by **The NWT Group**

CarolynKane@NWTgroup.com

817-987-3600

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

EXPERIENCE

WTVJ, Miami, FL

Consumer Investigative Reporter

May 2018 – Present

- Managed long-term visual projects with viewership on broadcast and digital platforms with local and national distribution
- Served in the role of reporter, producer, and writer for non-fiction segments including documentary, news, and long-form content
- Oversaw and managed editing processes including non-linear editing, graphic creation, and story development
- Developed financial, consumer, and business related content for distribution on TV, digital websites, and on-demand platforms
- Director and Executive Producer of the Original Documentary “Bittersweet Muck” with digital, streaming, and television viewership
- Served as reporter and producer of the Emmy Award winning news segment “Hidden History: South Florida’s Black Burial Grounds”

WMC, Memphis, TN

Investigative Reporter

July 2014 – May 2018

- Specialized reporting which included writing and producing in-depth coverage of non-fiction cultural, community, and breaking news events
- Worked under daily deadlines to complete deliverables needed for broadcast and digital
- Produced a Regional Edward R. Murrow award winning TV project on the 50th Anniversary of Rev. Dr. Martin Luther King Jr’s Death
- Developed consumer focused segments providing product reviews and information to viewers

KSLA, Shreveport, LA

Reporter

July 2012 – July 2014

- Crafted digital elements and content for daily news coverage
- Created special projects aimed at community engagement and outreach
- Used skills in video editing, data analysis, and copywriting to create daily news stories aired within the local market
- Served as the lead nightside and enterprise reporter

WXVT, Greenville, MS

Anchor/Reporter

March 2011 – July 2012

- Shot and edited video on deadline
- Covered the Great Flood of 2011 on the Mississippi River
- Won an AP Award for best documentary series on school segregation in Mississippi

EDUCATION

Louisiana State University Shreveport

December 2023

Master of Business Administration - Marketing

Western Michigan University

December 2010

Bachelor of Arts in Film, Video, and Media Studies

MENTORING

- NBC Universal Internship Mentoring
- Diversity, Equity, and Inclusion leadership
- Big Brother Big Sister Mentoring
- NABJ mentoring
- Western Michigan University School of Communications Mentoring

A committed communications professional with 15+ years of experience in storytelling, broadcast television, and investigative related news. Focused and driven to create in-depth content for mass distribution and viewership using proactive storytelling grounded in trends and culture.

Awards/Achievements

- Emmy Award Winning Journalist
- Regional Edward R. Murrow Winner
- AP Award Winner
- Legacy Miami 40 under 40 recipient
- Author, Erick the Mastermind: My ADHD Superpowers Revealed

Skills

- Adobe Premiere Pro
- Edius Editing Software
- Wordpress
- Canva
- AP ENPS News
- In-Depth Research skills
- Social Media Marketing
- Final Cut Pro Editing Software
- Excel Data Analysis
- Data Visualization

Community Engagement

- National Association of Black Journalists
- Alpha Kappa Alpha Sorority, Inc Delta chi Chapter, Spring '08
- Guest Speaker/Lecturer
 - Florida International University Lee Chaplin School of Journalism and Media
 - Devin Chandler Foundation

Social Media



Sasha Jones



@SashaNBC6
7.8K followers



@SashaNBC6
1.2K followers