

Deanne Brink

Omaha NE

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Public Relations / Communications Media Professional

Accomplished professional with 12 years of experience in the areas of public outreach, messaging, public speaking and interpersonal communication in many venues and areas where success is defined differently. Have devised, created and produced promotional and informational products in print, radio and television for non-profits, peer to peer and commercial delivery. Have managed production staffs and developed persuasive communication and relationship management talents to achieve consensus at all levels and agendas.

Highlights of Expertise

- Media Relations & Press Kits
- Organizational Messaging
- Promotion Message Creation
- Trade Group Interaction
- Speech Writing / Media Interviews
- Branding / Integrated Campaigns
- Special Event Coordination
- Event MC Service and Planning
- Project Oversight
- Crisis Management
- Competitive Planning
- Team Leadership

Professional Experience

KMTV Action 3 News, Omaha, NE (2011- current)

Morning Anchor/Midday Anchor/Producer/Reporter

Serve as anchor and producer for a daily live 2 hour morning show, ½ hour Midday Show and live radio content. Serve during sweeps ratings period as a special projects reporter that has companywide and national exposure.

Additional duties include acting as a personality and MC for charitable institutions and city events. I have developed personal ongoing relationships with healthcare and healthy living resources within the community and develop on air messaging through interview for broadcast in the community.

Since joining the organization have seen ratings double in comparison to previous executions of my responsibilities.

KQTV, ABC St. Joseph, MO (2008 - 2010)

Prime Time News Anchor/Reporter/Producer

Prime Time Anchor and Reporter.

Made the decision to return to live production to brush up on skills unused since college.

Served in the small market station and honed skills in shooting, editing, writing and anchoring in an under-resourced high pressure environment.

Freelance Contract Reporter.Writer.Producer & Public Relations (2003-2011)

Host/Writer/Producer, Kansas City Home Network, KCWE TV 29 Kansas City, MO

Executive Producer and Reporter, KCWE/KMBC TV Special Feature: Finding Fabulous: A KCWE Calendar Close Up, Kansas City, MO

Writer/Media Producer/Client Relations Liaison: VPR Creative Group. Communications specialist focused in the development of internal creative strategies and field communication applications within Pharmaceutical Industry- Pharmaceutical Clients HQ- New York, New jersey

Producer/Reporter/Writer, Anheuser-Busch, INC. "Busch Satellite Network," St. Louis, MO

Producer/Reporter, Writer, Vision Teleproductions-Elaine Hamilton/Kansas City based corporate video. Clients included KU Medical Center Autism Alliance MO, State of MO, Kansas City school District

"ON MAIN STREET," ENVOY PRODUCTIONS, ST. LOUIS, MO (2000- 2003)

Reporter/ Producer for Internationally Syndicated Magazine Production

Writer, Reporter, and Producer of an Emmy Award winning, half-hour weekly syndicated production with national carriage. Responsible for topic research and content development focused on current events and social issues.

This position also included conceptualizing, writing, reporting, and producing all field pieces and packages, national travel, plus booking and pre-interviewing all celebrities, as well as featured guests.

Professional Recognition & Additional Projects

International Telly Recipient and Emmy nominee for Feature Presentations:

-The Magik of Harry Potter, Envoy Productions; "On Main Street."

-Going for the Goal: A two part feature on Faith and Performance at the Salt Lake Winter Olympics, Envoy Productions; "*On Main Street.*"

"Circle of Excellence," First Place, *Missouri Newspaper Association*; Sportswriting.

Malco Steel, Industrial Documentary- Writer/Producer Long Form

KU Medical Center/ Autism Asperger Resource Center- Writer/Producer- Long Form

Kansas City School District Emergency Operations/Preparedness Video with US Department of Homeland Security, Writer/Development

International Fitness Industry- ACE/AFFA producer Step by Design Commercial Fitness Products

Woman to Woman Radio Program- Envoy Productions, St. Louis, MO. Executive Advisory Board

Public/Media Relations Assistant NFL- Kansas City Chiefs Football