

NIMA SHAFFE

represented by

The Naso Group

Michael Naso

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CAREER SUMMARY

An Emmy-nominated journalist with more than 15 years of experience who excels in enterprise reporting, covering breaking news, severe weather, wall-to-wall news and weather coverage and engaging with the community on all social media platforms.

EXPERIENCE

KENDALLWOOD INVESTMENT, INC. DIRECTOR OF COMMUNICATIONS & MARKETING

MARCH 2017- PRESENT

- Develop, implement, and evaluate the annual communications plan across the network of companies
- Lead the generation of online content that engages audience segments and leads to measureable action with focus on who, where, and when to disseminate
- Put communication vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Mentor and lead a department responsible for host company's communications and marketing
- Track and measure the level of engagement on social media platforms
- Manage development, distribution, and maintenance of all print and electronic collateral including but not limited to, newsletters, brochures, annual report, e-newsletters, social media, and websites
- Manage all media contacts

WXYZ (ABC) Detroit, MI

WEEKEND MORNING ANCHOR & REPORTER

MARCH 2013 – MARCH 2017

- Front multiple stories in 3 hour morning show
- Responsible for developing sources, enterprising stories and story follow-up
- Field live reports for E.W. Scripps network of stations
- Anchor weekend morning newscasts
- Fill-in as scheduled during weekday morning shows
- Promoted to Weekend Morning Anchor from General Assignment Reporter

KCTV (CBS) Fairway, KS
REPORTER
MARCH 2011 – MARCH 2013

- Turn multiple stories for 5, 6 & 10 p.m. newscasts
- Tasked with developing and maintaining contacts within the community
- Moved to the fast-paced, high energy morning show after 6 months
- Go-to reporter for breaking news coverage and live reports

KMTV (CBS) Omaha, NE
REPORTER
March 2010 – Sept. 2010

- Senior nightside reporter turning different stories for multiple newscasts
- Contribute story ideas daily
- Responsible for writing, editing and posting to the station's web page

KKTV (CBS) Colorado Springs, CO
WEATHER ANCHOR & REPORTER
Dec. 2008 – Jan. 2009

- Produced weather graphics for Chief Meteorologist
- Anchored weather nightly on independent station
- Primary Fill-in for Chief Meteorologist

KQTV (ABC) St. Joseph, MO
WEATHER ANCHOR & REPORTER
May 2006 – Dec. 2008

- Produced weather graphics for Chief Meteorologist
- Tasked with engaging viewers on all social media platforms
- Write and post weather forecasts to the web
- Primary Fill-in for Chief Meteorologist
- Started during my sophomore year in college

SKILLS

- Proficient in Grass Valley Edius, Sony Vegas, Pinnacle, Adobe Premiere Pro, AVID News Cutter, AVID iNews, AP ENPS

EDUCATION

PARK UNIVERSITY 2007

B.A. Broadcast Communications and Journalism