

# SHANELLE HARRIS

📍 Greater Orlando, FL Area 📞 501.295.6073 ✉️ shanelley08@gmail.com

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## ▣ QUALIFICATIONS PROFILE

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Passionate, creative, entertainment and features writer with a proven track record of success in consistently producing engaging and results-driven stories for diverse audiences. Strong ability to deliver quickly in a deadline driven, fast-paced environment. Organized and detailed-oriented with extensive experience in conducting celebrity interviews, pitching, writing, and editing stories, copywriting, and writing press releases. Excellent communication, interpersonal and speaking skills. **Willing to relocate.**

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## ▣ SUMMARY OF SKILLS

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<b>Entertainment Writing/Reporting</b>	<b>Celebrity Interviews</b>	<b>Problem Solving &amp; Critical Thinking</b>
<b>Creative Writing</b>	<b>Long &amp; Short-Form Storytelling</b>	<b>Profile &amp; Lifestyle Storytelling</b>
<b>Cultural Commentary &amp; Analysis</b>	<b>Aggregating Content</b>	

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## ▣ PROFESSIONAL EXPERIENCE

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### **Entertainment Writer** **The Root**

November 2020– Present

- Executes day-to-day entertainment reporting and aggregation as it relates to Black TV, film, celebrity news, music, and internet culture, both long-form and short-form
- Collaborates with a team of editors and writers to produce articles centered around industry updates and casting, obituaries, entertainment slideshows, tv recaps, virtual press junkets, celebrity features and profiles, and buzzes on trending topics via social media.
- Crafts and develops story pitches, research multiple industry sites for entertainment news and opinion-centric stories and features; Creates highly engaging stories that generate 10s of thousand page views
- Scans various websites, social media sites, online content, and other sources for latest information on celebrities, entertainment, music, and current events for creates bi-weekly round-up of events

### **Social Media Manager & Copywriter** **OrderEm**

February 2020– November 2020

- Crafted compelling, precise, and clear digital messaging across the company's website and social media channels; including but not limited to Twitter, Facebook, and Instagram and the company blog. Created and managed company's social media content calendar.
- Scheduled social content across multiple platforms and engaged with audiences—monitoring, listening, and responding in a way that positioned the company as the industry go-to. Tracked and reported on social metrics for senior management.
- Produced and proofed copy to convey important details and features of company products and services across blog posts, website, advertisements, and social posts.

### **Features Writer** **xoNECOLE**

October 2017–November 2020

- Developed celebrity pitches, solicited and arranged interviews for celebrity profiles and features; Conducted and transcribed interviews into proper digital formats that generated high engagement and 10s of thousand page views
  - Collaborated with a network of publicists, digital marketing reps, production coordinators, and various sources to establish future client opportunities.
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- Researched in-depth topics for lifestyle and personal narrative content. Produced quick turnaround long-form features and short-form entertainment and lifestyle write-ups.

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## 📖 EDUCATION AND CREDENTIALS

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**Bachelor of Arts in Mass Communications** ▫ University of Arkansas-Little Rock | Little Rock, AR

**Member of the For(bes) The Culture**

**Speaker at the 2020 Black Women in Media conference**

**Panelist for RevoltTV's Revolt Black News hosted by Eboni K. Williams**

**Notable celebrity interviews include Taraji P. Henson, David Oyelowo, Mahershala Ali, Larenz Tate, Meagan Good, DeVon Franklin, Robin Givens, Naomie Harris, Kelvin Harrison Jr., Jay Ellis and many more**

**Cultural Commentary featured on Insider, CNN, Variety, The Grio, The Root, OkayPlayer, ET Canada, BET, Blavity and more**