

SHANELLE HARRIS

📍 Los Angeles, CA ☎ 501.295.6073 ✉ shanelley08@gmail.com

▣ QUALIFICATIONS PROFILE

Creative and engaging Entertainment and Features writer with a proven track record of success in consistently producing results-driven stories for diverse audiences. Strong ability to deliver quickly in a deadline-driven, fast-paced environment. Organized and detailed-oriented with over 5 years of experience in daily entertainment news writing, celebrity interviews, pitching and editing stories, live event coverage and correspondence, video conceptualization and script writing. Excellent communicator and interpersonal skills.

▣ SUMMARY OF SKILLS

Entertainment Writing/Reporting	TV/Film Junket Experience	Critical Thinking
Celebrity Profiles & Interviews	Red Carpet/Live Event Coverage	Content Ideation and Execution
Cultural Commentary & Analysis	Proactive Problem Solving	Long and Short-form writing

▣ PROFESSIONAL EXPERIENCE

Entertainment Writer The Root

November 2020– Present

- Executes day-to-day entertainment writing 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, TV/film recaps and reviews, press junkets, celebrity features and profiles, and buzzes on trending social media topics.
- Crafts and develops story pitches, research multiple industry sites for entertainment news, opinion-centric stories/essays and features; Creates highly engaging stories that generate 10s of thousand page views.
- Collaborates with Video department for entertainment-centric content ideas and series. Assists in devising video scripts for TV/film-related video and copy from junkets/celeb interviews.

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 thousands of page views
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- Collaborated with a network of publicists, digital marketing reps, production coordinators, and various sources to establish future client opportunities.
- Researched in-depth topics for lifestyle and personal narrative content. Produced quick turnaround long-form features and short-form entertainment and lifestyle write-ups.

▣ EDUCATION AND CREDENTIALS

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

Notable celebrity interviews include Oprah Winfrey, Secretary Hillary Clinton, Idris Elba, Samuel L. Jackson, Issa Rae, Sterling K. Brown, Quinta Brunson, Jonathan Majors, Mahershala Ali, David Oyelowo and more.

Cultural Commentary featured on MSNBC, BBC, ESSENCE Magazine, Fortune Magazine, CNN, Variety, The Grio, The Root, OkayPlayer, ET Canada, BET, Blavity and more.

Panelist at the 2020 Black Women in Media conference

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

Creator of Thee Media Mavens, a collective of Black women creative professionals in media and across industries. Launched the inaugural Thee Media Mavens x #ESSENCeFest Takeover event, sponsored by VH1 at 2022 EssenceFest and featured in ESSENCE Magazine

Member of the For(bes) The Culture
