

## **Sherlene M. Shanklin**

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### **Owner/Publicist/Public Relations/Branding Specialist/Producer/Event Management/Celebrity Booking/Crisis Mgmt./Red Carpet Manager/Social Media Specialist/Marketing/Diversity and Inclusion Consultant**

September 1997-present/VIP Communications/Ivy Promotions /Louisville, KY

I'm currently the personal publicist for several current/former members of the NFL, NBA and Miss Kentucky Pageant to name a few of my public clients. Produced Junior Bridgeman's Grace at the Race gospel concert featuring some of the biggest artists in the gospel industry such as Kirk Franklin, Yolanda Adams, Tamela Mann, Amy Grant and Building 429. Worked as a talent coordinator/stage manager for Gospel Superfest, largest gospel televised program in the U.S. Worked on the Grand Gala, a Derby event that catered to A-list minority celebrities. In 2019, I personally worked more 50 events/projects not including the Kentucky Derby where I handled a total of nine events as a coordinator and/or public relations coordinator. This year is already on pace to surpass 2019.

### **Multi-Media Assignment Editor/Producer/Entertainment/Events Reporter, The 411/WHAS11.com/Entertainment & Community Affairs /Airs three days a week**

July 2003-present/WHAS 11 Television/ABC Affiliate/Louisville, KY

Currently, I have been in the broadcast industry for almost 29 years. I help determine what stories the station will cover on a nightly basis. Monitor scanners for breaking news and review and manage news tip for potential stories. Helped produce Muhammad Ali segments which later became two weeks of memorial coverage. I produced and blogged many of the stories. My first story, about Ali had over two million hits. I was named one of the most influential social media users in the world by Twitter. I also manage the Mayor's Give A Day Telethon. Scheduled guests for the one-hour show. Produce and coordinates The411 entertainment and community affairs segment both on the air and WHAS11.com. Emmy Award nominee, Dual SPJ 2018 winner for Sports Writing and Entertainment Coverage. Multiple Associated Press winner. In 2019, won Associated Press Award for breaking news coverage. In 2018, team won Regional Edward R. Murrow Award for team coverage and breaking news. In 2019 & 2020 nominated "Most Admired" by Today's Woman Magazine in the media category.

### **Adjunct Professor**

2019-present/Simmons College of Kentucky, HBCU

I engage students on the Foundations of Management. My lecture style consists of but not limited to management styles, ethics and best practices within organizations.

### **Manager/Account Executive/PR Contractor/Grand Gala Media/Red Carpet Coordinator**

April 1998-present/Niche Marketing, Inc./Planet Mogul/Durham, NC

Manage Planet Mogul and other public relations and social media projects. Former account executive and marketing for the Louisville Black Pages. Public relations lead for the Grand Gala, A Kentucky Derby event. Others projects I have worked on Viola Davis Shoulder Up launch Doug Williams, Mae Jemison, Junior Bridgeman, Charlie Johnson, Gayle Devers Foundation, Allan Houston Golf Tournament, USA Track and Field, and Blue-Chip Broadcasting (now RadioOne). I helped promote organizations and their special events. I also coordinated commercials for the media, press releases, sold advertisements for the Louisville Black Pages, and for the Louisville/Jefferson County Convention & Visitors Bureau. I was contracted to help organizations market themselves to markets and how to diversify their organization.

### **Adjunct Professor**

1999-2001/Northwood University/Toyota, Georgetown KY satellite class, Louisville satellite class

I taught Philosophy and Management in four-hour increments for the University. The reason I had to end the position was due to September 11, 2001. I was working around the clock at the television station.

### **Producer/Planning Editor/Associate Producer/Associate Director**

May 1995 – June 2003/WAVETV 3/NBC Affiliate/Louisville, KY

Produced "Weekend Sunrise" morning show, booked and coordinated all guests for "Sunrise", worked the assignment desk, overnight videotape editor, coordinated all breaking news, produced the STEP Awards. I was the floor director for the Step Awards, Big Blue Line, Jerry Lewis Telethon, Tornado and Flood coverage. I was responsible for videotape editing, camera operations, halo graphics, satellite feeds, master control operations, audio, and videotape operation. I also worked as a field producer, associate producer, and trainer for new hires. I even worked as an extra in local commercials produced by our creative services.

### **On Air Personality/Producer/Promotions**

August 1996 – Jan 2000/WGZB/MAGIC 101.3 Radio/Louisville, KY

Voice tracking, live remotes, weather updates, and community affairs coordinator. I produced a weekly public affairs talk show. I booked guests, researched topics, interviewed potential guests, prepared press releases, negotiated venues for station functions and prepared expense reports. Winner of the Associated Press Award two years in a row 2001 & 2002. Honored by The National Academy of Television Arts and Sciences for the 1997 Flood and 1997 Thunder Over Louisville. Nominated for Outstanding Individual Achievement in both categories.

### **Medicare Coordinator/Medicare Supervisor**

December 1995-May 1998/April 1993-December 1995/Housecall Home Healthcare/Louisville, KY

I was the liaison for approximately 120 agencies dealing with Medicare. I coordinated benefits for all incoming patients. I have experience in processing Medicaid, HMO's and third-party companies. Supervised six employees and served as a trainer. I was the troubleshooter for any Medicare problems within the department.

### **SCHOLASTIC ACHIEVEMENT**

Bachelor in Arts & Humanities, May 1993, Western Kentucky University, Bowling Green, KY

Major: Communications & Broadcasting Minor: Fashion Merchandising/Design

Double Masters of Arts in Human Resource Development and Management

July 1998, Webster University, Jeffersonville, IN

