



AMANDA HARA

AWARD-WINNING DIGITAL LEADER | BRAND STRATEGIST
STORYTELLER DRIVING GROWTH THROUGH EMOTION &
INNOVATION

www.amandahara.com

CORE COMPETENCIES

Brand Strategy
Audience Growth
Social Media Campaigns
Digital Storytelling
Nonprofit Messaging
Executive Comms
Influencer Marketing
Team Leadership
Earned Media

AWARDS

- 2× National Edward R. Murrow Awards
- 12× Emmy Awards
- National Gracie Award
- 15× Regional Murrow Awards
- 2× Best Reporter – Associated Press
- 2× Best Anchor – TN Broadcasters Association

BACHELOR

Washington State University
2000-2003

CONTACT



615-397-6616



amandadhara@gmail.com



Nashville, Tennessee

PROFESSIONAL SUMMARY

Visionary brand builder with **2 National Edward R. Murrow Awards, 12 Emmys**, and 20+ years of experience transforming brand presence and audience growth through **digital innovation and emotionally resonant storytelling**. Proven track record of:

- Scaling digital ecosystems (+50% YoY revenue)
- Leading high-performing teams through transformation
- Building audience loyalty through purpose-driven narratives

EXPERIENCE

Director of Digital Content & Anchor

WSMV-TV (NBC), Nashville, TN

2022 – Present

- Increased digital users by 20% and pageviews by 50%
- Boosted monetized video plays by **95%**, reaching **26M views** in 2024
- Led station to its **most lucrative digital sales month** ever (+50% YoY revenue)
- Propelled WSMV to **#1 in livestream viewership** across 100+ Gray TV markets
- Increased Facebook reach by **523%**, Instagram followers by 57%, and reach by 21%
- Created press releases and executive communications adopted company-wide at Gray Television
- Mentored digital team and led performance-based training rollouts



AMANDA HARA

AWARD-WINNING DIGITAL LEADER | BRAND STRATEGIST
STORYTELLER DRIVING GROWTH THROUGH EMOTION &
INNOVATION

www.amandahara.com

REFERENCES

"Amanda is a force to be reckoned with...a natural leader...growth mindset. If you get to hire Amanda, get ready to uplevel."

— Kim Chappell, Chief Brand Officer at Bobbie

"A gifted communicator...connects with the audience...the way she tells stories resonates."

— Chris Cannon, Chief Communications Officer

"Amanda is not only a remarkable writer, but she is also an amazing creative. She truly is the whole package. Any organization would be lucky to have her."

— Carrie Hulsey, Big Slate Media

EXPERIENCE

Executive Producer of Digital Content & Anchor

WVLT-TV (CBS), Knoxville, TN

2012 – 2022

- Quadrupled digital engagement in 4 years; increased web traffic by **102%**, users by **71%**
- Produced Emmy-nominated nonprofit campaign for capital fundraising and leadership transition
- Consulted across Gray Television on user experience and digital content strategy
- Created innovative social campaigns to elevate earned media and community visibility

Lead Reporter & Brand Liaison

WEHT, WLEX, WTVF

2003 – 2012


- Delivered emotionally resonant journalism that earned Emmy and Associated Press awards
- Pioneered audience-first storytelling with a community lens
- Handpicked for high-stakes assignments requiring speed, accuracy, and empathy


Strategic Brand Consultant & Nonprofit Communications Leader


Concurrent roles - Present

- Produced Emmy-nominated campaigns; secured national media coverage and donor growth
- Built comms strategies for boards (American Cancer Society, Horse Haven of TN, STAR, CCAHT)
- Created messaging for leadership transitions, capital campaigns, and rebrands
- Served as earned media liaison leveraging national newsroom network

CONTACT

 615-397-6616

 amandadhara@gmail.com

 Nashville, Tennessee