

# **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:

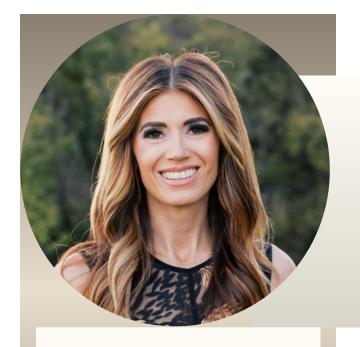
- Scaling digital ecosystems (+50% YoY revenue)
- Leading high-performing teams through transformation
- Building audience loyalty through purpose-driven narratives

### **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



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### **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

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### **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