

# Dawn Dugle

## Writing and Editing Executive

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### Profile

Creative, *results-focused* entrepreneurial journalist with extensive expertise in enterprise reporting, writing, editing, business management, social media, public relations and team management.

### Highlights

- 67 awards for storytelling and breaking news, including an Edward R. Murrow award for digital news excellence
- Published author of *The BRAVO! Way: Building a Southern Restaurant Dynasty* (2018, Sartoris Literary), *Insider Secrets for Free Media Attention* (2020, Dawn Dugle LLC), *Free Publicity for Your Business* (2020, Dawn Dugle LLC) & *From Clutter to Cash: Selling on Facebook Marketplace* (2020, Dawn Dugle LLC)
- More than two decades of experience working in professional newsrooms under tight deadlines

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### Professional Experience

DAWN DUGLE LLC [Florida] 2015 to present  
**CONSULTANT**

- Created and launched national social media marketing program for Substance Abuse and Mental Health Services (SAMHSA)
- Developed startup news organization in Bend, Oregon with **20% weekly audience growth**
- Brand development for clients including: market analyses, marketing, social media and advertising campaigns
- Trained more than 15,000 people on using storytelling for marketing and sales

TELESOUTH COMMUNICATIONS INC. [Jackson, Mississippi] 2017-2019  
**DIGITAL MARKETING DIRECTOR / CREATIVE DIRECTOR**

- Developed and executed B2B business development workshops to cultivate sales leads and up-sell current clients. **Results: sales teams met their yearly sales goals, six months earlier than expected**
- Trained 70 employees on creating engaging digital content. **Results: digital engagement improved 234% in two years and digital ad impressions increased 200%**
- Regular on-air contributor for “The Gallo Radio Show,” talking about digital marketing
- Monitored key performance indicators (KPI): audience growth, audience engagement, content reach, advertising leads, feedback and response rate
- Managed social media campaigns
- Created annual integrated communication plan and budget
- Implemented editorial calendar
- Created digital content

*THE CLARION-LEDGER (USA TODAY) [Jackson, Mississippi]* 2014-2015

**COMMUNITY ENGAGEMENT EDITOR**

- Developed and managed digital video content
- Trained team of 20 employees on social media, video storytelling and search engine optimization (SEO). **Results: 40% increase in social media fans and 4x the engagement on Facebook**
- Improved page content, keyword relevancy and branding to achieve SEO goals. **Results: Nine million page views on average, per month**
- Authored more than 500 news stories
- **Won Gannett award** for breaking news coverage

*WTMJ-TV (JOURNAL BROADCAST GROUP) [Milwaukee, Wisconsin]* 2012-2014

**EXECUTIVE PRODUCER**

- Managed team of anchors, reporters, photographers and production crew during six daily newscasts
- Coordinated social media strategy and execution
- Updated website and social media content
- Analyzed key performance indicators (KPI) and Google Analytics
- Developed and launched "Wisconsin Tonight" a daily news magazine show.
- **Won the ratings** for the 6pm and 10m newscasts
- **Won Associated Press awards** for breaking news coverage
- Won Edward R. Murrow award for **best website in Large Market Television**

*KHBS/KHOG-TV (HEARST) [Fayetteville, Arkansas]* 2010-2012

**NEWS DIRECTOR**

- Managed news team of 40 employees with **two million dollar budget**
- Supervised market research and developed news strategy
- Created and managed development of broadcast and online content
- Coached news team on "digital first" storytelling. **Results: 250% traffic increase on main website and 350% increase on mobile**
- **Won the ratings** for morning and 5pm newscasts
- Implemented editorial calendar
- **Won Associated Press awards** for news coverage and overall news excellence

*WAPT-TV (HEARST) [Jackson, Mississippi]* 2008-2010

**ASSISTANT NEWS DIRECTOR**

- Led daily news operations
- Coached and mentored news team
- Developed and field produced special coverage
- Created and managed social media campaigns and marketing strategy
- Implemented editorial calendar

*KEYE-TV (CBS) [Austin, Texas]* 2006-2008

**EXECUTIVE PRODUCER**

- Supervised and directed content for evening newscasts
- Coached and mentored news team

- Developed and field produced special coverage
- Managed marketing and social media campaigns and website updates

WTVT-TV (FOX) [*Tampa, Florida*]

1999-2006

**SENIOR PRODUCER**

- Developed and managed daily newscasts for “Good Day Tampa Bay” morning show
- Supervised team of associate producers, reporters and anchors
- Coordinated and field produced special coverage

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## Education/Certifications

Certified Digital Marketing Consultant, Radio Advertising Bureau (RAB)

Connections Mentoring Program, National Association of Broadcasters (NAB)

Poynter Leadership Academy, The Poynter Institute

Leadership for New Managers, The Poynter Institute

FBI Citizens Academy, FBI Tampa Field Office

Telecommunication Arts (Broadcast Journalism & Production), Butler University