



# KASHAUNA S. WILLIAMS K. SAMONE'

ON-AIR TALENT/  
CORRESPONDANT

## PERSONAL PROFILE:

As a professional On-Air Talent, I specialize in producing original content by combining my background and skill sets in television and radio to create digital packaging for events and live remotes. My responsibility is to reconstruct the experiences of every moment.

## ACADEMIC BACKGROUND:

OLD DOMINION UNIVERSITY  
Bachelor of Arts  
Communications,  
May 2015

## GET IN TOUCH:

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## SPECIALIZATIONS:

### -Video/ Audio Editing

(Avid Express Pro)  
(Adobe Suites)  
(Vox Pro)  
(WideOrbit)

### -Producing

(Voice Overs)  
(Commercials)  
(Social Media Content)  
(Website Content)

### -Digital Media Directing

(Twitter, Facebook, Instagram, Google AdWords, Youtube etc. )

Hootsuite

CMS

(WordPress, Wix, Weebly, Square Space etc.)

(SEO/SMO)

(Microsoft Office)

70 WPM

## WORK EXPERIENCE:

### WBHJ 957 JAMZ ( SUMMIT MEDIA GROUP) Midday On- Air Talent/ Correspondent | 2022-Present

- On Air Talent Monday 9 am - 1 pm
- Created and formatted On The Phone With K.Samone Midday show
- Write imaging and produce imaging for show promotion
- Produced contests and giveaways
- Content Curator
- Open Door Endorser

### SHEEN MAGAZINE

#### Freelance Writer/ Correspondant | 2022-Present

Researched and create content pieces for the company's website and social media

Conduct in-person or digital interviews followed by a full media write-up for website and blog placement.

Digital media coverage recap as a red carpet correspondent for media events, private screenings, and award ceremonies capturing and editing B-roll and producing VO scripts.

### PORSCHE

#### Brand Ambassador | 2021-2022

Consult with Clients about products offered to enhance the Porsche experience while resolving client solutions.

- Create strategic marketing strategies to promote Porsche products and new system features to clients and potential clients
- Advise clients about content marketing campaigns/updates on product positioning involving apps, web portals, stores, and new brand features

### RADIO ONE ATLANTA

#### On-Air Talent/Producer | 2018-Present

- **On-Air Talent Sundays 10 am-2 pm** (On the Phone With K.Samone)
- Produce social media content, show prep, and image on-air promos as a form to promote, and gain traction to boost shares/ratings for an on-air shift
- What's Good Atlanta Segment 8:35 pm**
- **Red Capet Correspondence/ Host for award ceremonies, private screenings, and premiers**
- Created Blue Print for New Morning Syndication Show for Atlanta (**Morning Hustle**) including, but not limited to writing/ producing liners and drops, daily/weekend promos, and imaging.
- Digital media coverage recap and conducting in-person and digital interviews used for social media content and website posting monitoring stations campaign analytics, and increasing SEO rankings boosting social media engagement among the target audience.
- Digital Curatoring producing and editing recap video packaging for events including The Millennium Tour, Celebrity Spotlight (Web segment ), and Local/live remotes assigned to provide to clients to be included in the evaluation of sales and marketing results to determine the overall effectiveness of marketing campaigns.
- produce Copy (Commercials)
- Train new hires

## AWARDS/ACHIEVEMENT:

- Covered and Digital Packaged Black and Blue Movie Premier(2019)
- Covered and Digital Packaged BET Hip Hop Awards (2019)
- Host For Digital Show Dope In The Garage (2019)
- Hosted Kimmie Awards Day Spa- (2019)
- Covered and Digital Packaged Millennium Tour (2019)
- Host EDL Fest: Hip Hop Carnival (2017- Present)
- Created Award Winning WODU College Radio Show
- "Industry Illustrated" Affiliated w/ Def Jam and Warner Music Group (2013-2015)
- Communicator Award for (2010)
- 3rdPlace Skills USA cuts only PSA (2010)
- 3rdPlace Alcohol Beverage Control PSA competition (2010)
- Tally Award for "Friday Night Light Football" NNPS-TV (2009)
- Videographer award for "Friday Night Light Football" NNPS-TV (2009)

## RADIO ONE PHILADELPHIA

### Content Producer | Marketing Specialist| 2016-2017

- Female Voice Talent For WPHI (Boom 1039)
- Produced WPHI 's Morning show along with WRNB and WPPZ midday shows.
- Wrote Show prep and produced social media content including Imaging, sweepers, liners, interviews, and contest rules for weekly giveaways
- formulated marketing strategies/campaigns to promote the On-Air Talent and segments for digital and sponsorship purposes.
- Produced/ Hosted/ Edited digital segments, which grossed over \$100,000 signing on a new client
- Wrote/ Recorded/ Produced copy including a Copy format for the sales team to follow
- Train new hires

## DTLR

### Digital Media Content Producer | 2016-2017

- Created original digital content to promote company's brand and new releases while maintaining the website and social media platforms to increase engagement by monitoring analytics.
- Covered company events including interviewing mainstream artists for store Meet & Greets and major festivals.
- Researched/Wrote original content for the company blog/ Website including blogging about company-covered events.

## ENTERCOM INC

### Promotional Assistant /

### Digital Media Content Director| 2015-2016

- Prep Station Vehicle for promotional remotes and events, while assisting Personalities on location.
- Prepared contests and giveaways for remotes, while developing social media content for all station media platforms.
- Selected and Conducted the Lunch Delivers for the radio stations' contest winners, including writing weekly liners for personalities to announce contest and winners weekly.
- Digital Media Director WVNZ (Z104) Z Morning Zoo
- On-Air Talent during games and contest with callers and listeners; which included assisting with contest/ Text winners,
- Operates and published content via Social Media, text lines, and Blogs throughout the morning show to engage with listeners
- Assisted with the show prep process
- Recorded/ produced Production copy (Commercials)
- Train new hires

## CHANNEL 47 (NNPS-TV)

### Sideline Reporter/ Producer | 2008-2010

- Show Preparations for Live Football/ Basketball Games; which included conducting sideline live interviews; creating and producing half-time shows ;
- Anchor for News shows; which included, developing news search and producing the segment from script writing, inserting, and reading from a teleprompter to editing.
- Floor Director/ Audio controller for Award-Winning News Shows -, Created storyboard, Produced and Edited award-winning PSA's for A.B.C. (Alcohol Beverage Control)
- Researched events and stories to cover and produce into a segment for news shows; which included camera operations, -anchoring and producing
- Executive Produced News shows, which included choosing the layout of the show, and selecting segment order while monitoring each segment.

REFERENCES AVAILABLE UPON REQUEST