



Sharon Shelton
CORPENING

WRITER/PRODUCER/CONTENT CREATOR

*A seasoned writer, storyteller, and content creator in multiple formats and mediums
– print, web, broadcast, video, and film*

Expertise

- 30+ years writing in multiple formats: newspapers, magazines, audio/video scripts, screenplays, copywriting, content marketing, web, and social media
- Non-fiction & fiction editing, writing, and storytelling coach
- Field producer
- Documentary production
- Voice and diction coach
- Voice over coach
- Award-winning broadcast and print journalist covering state, national, and local news
- Voice-over talent
- On-air talent
- Theater training and performance

Current Experience

2012 -- Now

Freelance Writer/Editor

- Brand video scriptwriting/content creation from concept to storyboard, includes:
 - Brand story
 - Promo
 - Explainer
 - E-learning
 - Product launch
- Fiction screenplay editing
- Story analysis and editing
- Projects also include ghostwriting, e-book editing, press releases, social media profiles, calendars, and content, content style guides, social media ads, crowd-funding copy, resumes, bios, logo design, brand aesthetic design, web design, photo editing, and graphic design.
- Clients include: Aunt Lucy's Folk Sense, Brand Verum, Denise Marie Filmore (networking coach), Classic City Consulting, Holly McGuinn (filmmaker), Ludlow Bailey (art curator), Nexus Pain Center (pain management center), Lisa Lindsey (realtor), and Jessie Hayden (instructional designer)

2013 – Now

Brand Message Strategist/Content Marketer/Content Creator, Shaston Writes, Atlanta, GA

1. **Serving entrepreneurs, creatives, and solopreneurs** with start-up brand development, branding, content marketing strategy and implementation, start-up infrastructure documentation, and business/brand consulting.
2. **Serving small businesses** with content marketing strategy, brand messaging, brand documentation, content creation, branding and rebranding.
 - Build brand messaging structure by creating detailed ICPs, developing message architecture, creating repeatable messaging, and delivering a content style guide to ensure targeted message consistency.
 - Sculpt brand image and aesthetic design: logo design, video intro/outro design, website element design, font pairing, photo/image editing, image development and additional graphic design services.
 - Provide web design and social media profiles.
 - Build a targeted content marketing strategy upon the brand messaging and architecture foundation.
 - Provide multiple media content creation including ghostwriting, copywriting, blogging, scriptwriting, social media content, web content, presentations, elevator pitches, and e-course design.
 - Clients include Classic City Consulting, Jessie Hayden, Denise Marie Filmore

Shaston Writes, Founder/Owner

Content creation, production, writer development, publishing & brand coaching

- Shaston Writes -- Content Marketing/Writing/Editing/Video/Brand Messaging
- Write Voice – Creative and Non-Fiction Writing/Editing/Writer Development

Aunt Lucy's Folk Sense, Founder/Owner (Organic beauty)

Products, DIY recipes & tutorials, information & services

Shaston Media Learning Lab, Founder/Owner

E-learning hub specializing in e-courses for creatives and small business owners

- Courses include branded video production, writer development, design, online start-up and marketing.
- E-course design for passive income revenue
- Launching in early 2019

2014

Writer/Social Media Strategist, The Maids of Havana, The Movie, Miami, FL

- Wrote and managed Indiegogo crowd-funding campaign copy
- Generated social media content, press releases, bios and public relations copy
- Light graphic design for Facebook and Twitter ads

Media Experience

Contract Instructor, John Robert Powers, Atlanta, GA & Baltimore, MD, Acting, Image Development, Voice & Diction ..

City/Council Government Reporter, The Daily Dispatch, Henderson, NC.

Freelance Field Producer, North Carolina Public Television (UNC-TV), Research Triangle Park, NC, The North Carolina Public Radio Association, Raleigh, NC, WNCU-FM, North Carolina Central University, Durham, NC, National Public Radio, Washington D.C., Christian Science Monitor Radio, Boston, MA, and other national, state, and local radio and television news outlets.

Part-time Jock, FOX 107/104, WFXC/WFXK, Raleigh, NC.

News Reporter/Producer, WUNC-FM, Chapel Hill, NC.

News Announcer/Producer, WNCW-FM, Spindale, NC.

Columnist, Shelby Star, Shelby, NC.

Announcer/ Producer, WETC-AM, Wendell, NC.

Reporter, The Catholic Standard, Hyattsville, MD.

Producer/Host, Frontline, WCTN-AM, Cabin John, MD.

Production Assistant/Intern, WBAL-TV, Baltimore, MD.

Research Assistant, America's Black Forum, Washington, DC.

Awards

Radio Feature Reporting 1995, Sigma Delta Chi, Society of Professional Journalists for "Hatness."

Public Radio Service 1995, Sigma Delta Chi, Society of Professional Journalists for "Minority Health Staff Series."

Honorable Mention General News 1995, Associated Press, "Williamson Trial."

Features 1995, Associated Press, "Hatness."

Best Series/Documentary 1995, Associated Press, "Minority Health Staff Series."

1st Place General News 1994, Associated Press, "12th Congressional District Lines."

Skills

Creative Cloud

- ✓ Premier
- ✓ After Effects
- ✓ Audition
- ✓ Photoshop
- ✓ Illustrator
- ✓ InDesign

Software

- ✓ Final Cut Pro
- ✓ Avid
- ✓ Inkscape
- ✓ Gimp
- ✓ Fireworks
- ✓ Storyboarder

Content Software

- ✓ Final Draft
- ✓ Scrivener
- ✓ Word
- ✓ Excel
- ✓ Power Point

Coaching

- ✓ Acting
- ✓ Singing
- ✓ Voice & Diction
- ✓ Voice Over
- ✓ Writing
- ✓ Branding
- ✓ Image Development

Talent

- ✓ Radio
- ✓ Television
- ✓ Acting for the camera
- ✓ Theater

Obsessions

- ✓ Cosmetologist
- ✓ Cosmetic Chemistry
- ✓ Health/Beauty blogging
- ✓ Beading
- ✓ Crocheting
- ✓ Guitar

Education and Training

MFA Film and Video, The American University, Washington, DC (in hiatus)

Stage and Film Acting, Towson University (2003), Towson, MD, Studio Theater Conservatory (1983), Washington, DC, Columbia School of Theatrical Arts (1978-1979), Columbia, MD.

Public Radio, The Diversity Initiative, National Public Radio, (1993 – 1994).

Mac Business Solutions, Photoshop CS, DVD Studio Pro 3 (2004).