

TARA RUSSAKOV

1337 Quailley
Orlando, FL 32804

407-342-5363
taramenendez@me.com

OBJECTIVE

To obtain a position with an organization that will utilize my extensive experience and success.

SUMMARY OF QUALIFICATIONS

- Creative, resourceful and concise professional who pays attention to details, accuracy and follow-up.
- Proven record in meeting goals within extremely fast-paced, time-critical environments.
- Use "news judgment", knowledge of Orlando area and key contacts/relationships within various fields and government/private sectors to help clients with targeted messaging.
- Outstanding rapport and communication with people from diverse backgrounds; this includes outside sources and internal staff.
- Superb skills in organizing, planning and problem-solving.
- Flexible/adaptable; effectively manage multiple projects simultaneously.
- Utilization of Word, Excel, Outlook and specialized software

AREAS OF EXPERTISE

Build and Maintain Relationships
Conceive, Develop, Write and Produce Content
Project Management (long and short term)
Research / Information Gathering

Social Media Savvy
Ability to Work in Team Environment
Create and Update Web Content
Sound and Rapid Decision-Making

EXPERIENCE

Anson-Stoner – Winter Park, FL

2013 – Present

Public Relations Account Executive

- Social Media management on all platforms
- Develop press materials (releases, pitch letters and media alerts)
- Research, planning, implementation and evaluation of public relations activities while paying attention to resources, deadlines, and client needs
- Correspondence with clients
- Discretion with sensitive materials
- Meet deadlines
- Event management (including organizing staff, site selection, permitting, promotion, logistics)
- Monitor news trends and media queries to identify opportunities for clients

WOFL – FOX 35 – Orlando, FL

1997 – 2013

Assignment Editor / Planning Producer (2009-2013)

- Help direct overall editorial vision for newscast.
- Generate story ideas, gather information from various news sources and determine newsworthiness.
- Assign and dispatch crews as well as apprise staff of any breaking news and assignment changes.
- Call and build relationships with personnel within police/fire departments and government agencies.
- Write and produce stories as well as book/produce late breaking segments for next day air.
- Long-term planning and special events (i.e. NASA space craft launches, NASCAR events); plan and produce content which entails building relationships, site surveys, credentialing, booking guests, and briefing talent.
- Create web content; utilize CMS (content management systems) to write/post stories and pictures on web.

Investigative Producer (2007-2009)

- Developed, researched and polished investigative stories for multiple platforms (i.e. TV, web).
- Utilize thorough knowledge of libel laws and federal/state/local laws, which impact gathering and broadcast to ensure proper reporting.
- Cultivated sources and extensive contacts to simultaneously organized multiple stories in various stages of development; worked effectively with reporters.
- Creation of web content.
- Point person for set-up of election results computer system for broadcast and web.

EXPERIENCE

WOFL – FOX 35 (continued)

Planning Producer (2002-2007)

- Assisted in directing overall editorial vision of newscasts.
- Generated story ideas, gathered elements, planned coverage and booked/produced late breaking segments.
- Planned and produced content for NASCAR and NASA events.

Special Projects Producer (1998-2002)

- Responsible for developing, assigning and overseeing daily stories for annual sweeps as well as long-term projects such as elections, Orlando Broadway Series, etc.
- Handled field producing which entailed writing, interviewing and shooting.

Producer (1997-1998)

WBBH/WZVN – Fort Myers, FL

1994 – 1997

Producer

WUFT – Gainesville, FL

1992 – 1994

Producer / Reporter

EDUCATION

UNIVERSITY OF FLORIDA – Gainesville, FL

B.S. in Telecommunication (Broadcast Journalism)