

# Denise Royal

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@denroyal 

Seasoned media professional with 20+ years of leadership and management experience creating content and producing television and radio programs. Known for being a fair leader with strong business communication skills and a diverse portfolio of original and creative content. Flexible and analytical with a keen eye for detail.

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## Key Qualifications

- Proven track record of producing nationally televised events and programs, delivering superior content, and increasing viewership/listenership
- Capable of producing and editing original, creative, and informative content, often on tight deadlines
- Well-developed understanding of establishing and enforcing journalistic standards and integrity throughout the production process

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## Experience

2019– PRESENT

### Freelance Producer / CNN, Miami

Manage news crews on live assignments, breaking news, and interviews. Work with network staff to cover major stories, including Parkland School Shooting, Surfside Collapse, Hurricane Dorian, Florida politics, and more.

2021-2022

### Senior Producer / Black News Channel, Tallahassee

Led morning editorial meetings with senior management team and liaised with talent, correspondents, line producers, and bookers on content and field logistics. Supervised a team of writers, producers, and bookers. Brainstormed to amplify audience growth. Produced daily editorial coverage notes to direct networkwide coverage.

2019-2021

### Producer / WLRN, Miami

Oversaw all facets in the production of The Florida Roundup, WLRN's weekly public affairs show, including collaborating with the hosts, writing copy, producing and editing elements including radio and digital packages, voice-overs and source development, pre-interviewing and booking guests, and shaping the tone of the show.

2019-2021

### **Producer / Yoh, Miami**

Composed scripts with engaging and error-free content for NBC 6's Voices with Jawan Strader. Booked guests with extensive knowledge of specific subjects to bring credible weight to on-air discussions. Selected relevant video and graphic elements to support segments.

2012-2015

### **Producer / NBC News, Miami/New York**

Managed the Southeast Bureau's assignment desk and regional crews. Contributed to selecting on-air stories for network platforms. Hired freelancers, supervised interns, and served as a cross-functional collaborator for all network coverage generated in Miami.

2007-2011

### **Producer / Nightly Business Report, Miami**

Helped to craft the editorial vision for an established national business program airing daily on PBS. Pitched stories and guests for shows—change catalyst for finding new voices, and producing new segments.

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## **Education**

### **Master of Science / Lynn University, Boca Raton, FL**

Mass Communication

### **Bachelor of Science/ Syracuse University, Syracuse, NY**

Broadcast Journalism

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## **Activities**

I volunteer with several community-based organizations, including Meals on Wheels, PencilPALS, and Relay for Life. I am also a member of the National Association of Black Journalists South Florida chapter.