

JALYN HENDERSON

• Emmy Award-Winning Storyteller •

ABOUT ME

I am a modern-day visual storyteller that prioritizes evidence-based research, accessible language, and the commonalities in human interaction to create content that informs and inspires people of all creeds, backgrounds, and experiences. Telling stories is what I do, and I am eager to help a company share its story.

SKILLS

- Adobe Creative Cloud Suite
- Blackmagic Pocket, DSLR, Sony FX3 camera handling
- Content Marketing
- Content Strategy
- Media Management
- Monday.com
- Non-Linear Video Editing
- Social Media Engagement
- Script Writing
- Streamyard
- Storyboarding
- Story Pitching
- Time Management
- Video Production

EDUCATION

University of Missouri
Master's of Journalism -
Strategic Communication

University of Missouri
Bachelor's of Journalism
Spanish & Atmospheric Science
Minors

MEMBERSHIPS

National Association of Black Journalists
Investigative Reporters & Editors
Alpha Kappa Alpha Sorority, Inc.

EXPERIENCE

FEB. 2021 - JAN. 2024

NBCLX (LX News), Chicago, IL

A national digital and streaming platform delivering innovative storytelling that informed and empowered an audience of up to 18 million viewers.

Visual Storyteller

- Produced, directed and edited compelling long-form and short-form visual content for NBC-owned television stations, social media platforms and streaming services, including Peacock
- Established and maintained an industry voice rooted in authenticity and transparency that drove engagement with a combined online audience of 100K
- Scheduled and managed interviews with community leaders, public relations professionals, corporate executives and stakeholders to create narrative-driven stories
- Developed and supported the activation of live, recorded video and written content initiatives using simple and effective language for internal and external purposes

FEB. 2019 - FEB. 2021

ABC 7 Chicago, Chicago, IL

Leads the market in local news coverage with daily newscasts and digital storytelling.

Community Journalist

- Spearheaded the content creation of hyper-local, short-form, Chicago-based stories for all ABC 7 digital platforms (Facebook, Instagram, Twitter (X), OTT) and linear newscasts
- Served as host and contributor for Localish, ABC's national digital brand with more than 500K combined followers
- Co-created the ABC 7 SuggestTeam, an internal team dedicated to improving the workplace through employee engagement and stakeholder input

JUNE 2018 - DEC. 2018

Hello SWFL, Ft. Myers, FL

An E.W. Scripps Research and Development digital project focused on transforming local news.

Storyteller / MMJ

- Created short-form and enterprise content in a fast-paced and deadline-driven environment, published for Hello SWFL's major digital platforms and WFTX - Fox 4