

# JALYN HENDERSON

• Emmy Award-Winning Storyteller •

## ABOUT ME

I push the boundaries of modern-day storytelling and content creation by prioritizing research, truth-finding, and the commonalities in human interaction to relate to all creeds, races, and backgrounds. I believe that all people have value - and so do their stories.

## 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 -  
Interactive Media

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