

Katelyn Amato

 724-561-9251  katelynamato@gmail.com  linkedin.com/in/katelynamato  East Liverpool, OH

PROFILE

Strategic communications leader with nearly a decade of experience developing and deploying high-impact messaging that supports organizational goals, employee engagement, and brand trust. Proven ability to translate complex information into clear, compelling communications across digital, broadcast, and internal platforms. Recognized for collaborative leadership, strategic thinking, and driving measurable engagement.

EDUCATION

Bachelor of Science in Journalism

West Virginia University

Morgantown, WV

December 2015

SKILLS

Strategic Communications

Content Strategy & Editorial

Leadership

Crisis Coverage

AP-Style Writing/Copy Editing

Multi-Platform Storytelling

Audience Analytics & Performance

Insight

Team Leadership & Mentorship

AWARDS

Regional Emmy Award

Continuing Coverage

NATAS Cental Great Lakes Chapter

2024

1st Place Best Producer

Ohio Associated Press Media Editors

2022

REFERENCES

Available Upon Request

EXPERIENCE

Executive News Producer

WKBN-TV | Youngstown, OH (2022-Present)

- Lead day-to-day newsroom operations, overseeing editorial planning, newscast execution, and content strategy across broadcast, digital, streaming, and social platforms
- Manage, schedule, and mentor newsroom staff, fostering a collaborative and inclusive newsroom culture
- Review daily newscasts and digital content for quality control and strong news judgment
- Shape and execute newscast vision and strategic content placement
- Direct breaking news, severe weather, and high-profile coverage
- Champion digital-first and streaming content strategies
- Drive audience growth using analytics, generating 400,000+ views in six months

News Producer

WKBN-TV | Youngstown, OH (2020-2022)

- Produced daily newscasts with urgency, accuracy, and audience-focused storytelling
- Coordinated with reporters, anchors, photographers, and digital teams
- Managed multiple deadlines in a fast-paced newsroom environment

Associate News Producer

WPXI-TV | Pittsburgh, PA (2018-2020)

News Producer

WSYX-TV | Columbus, OH (2017-2018)

News Producer

WTOV-TV | Steubenville, OH (2016-2017)