

# Katelyn Amato

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## PROFILE

Award-winning communications professional with a decade of experience in journalism, editorial leadership, and content strategy. Proven ability to manage high-pressure environments, lead cross-functional teams, and translate complex information into clear, impactful messaging that advances organizational goals and strengthens brand reputation.

## EDUCATION

### Bachelor of Science in Journalism

*West Virginia University*  
Morgantown, WV  
December 2015

## SKILLS

Strategic Communication Planning  
Team Leadership & Development  
Stakeholder Engagement  
Cross-Functional Collaboration  
Crisis Communication  
Media Relations  
Copy Editing  
Project/Deadline Management  
Public & External Relations

## 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 communications planning and execution across broadcast, digital, streaming, and social platforms, aligning messaging with organizational priorities and audience needs
- Manage, mentor, and develop cross-functional teams, fostering a collaborative and inclusive culture aligned with brand values
- Review daily newscasts and digital content for quality control and strong news judgment
- Develop and implement content strategies that support performance goals and long-term vision
- Lead high-stakes, time-sensitive communications during critical events, ensuring clarity, accuracy, and alignment with leadership priorities
- Drive audience growth using analytics, generating 400,000+ digital views in six months

### News Producer

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

- Produced and coordinated daily content with a focus on clarity, accuracy, and audience engagement across platforms
- 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)