

# Debórah M. Benton

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## Professional Summary

- High level visionary leader and Web/Social Media and Traditional content creator and strategist
  - exemplified in a comprehensive collection of original published Digital / Web / Social Media Video Entertainment and Informational short and long-form content, articles, blogs, news releases, and graphic presentations
- Highly versatile, self-motivated media and public relations professional and prolific storyteller
  - Serving clients from a broad range of industries and professions
- Over ten years of experience as an Executive Producer
  - Producing quality media content for audiences domestically and abroad
- Excellent soft-skilled professional, astute in networking and relationship building
  - As demonstrated through numerous collaborations and strategic partnerships
- Strong entrepreneurial background, creative, resourceful, responsible, self-starter
- Insightful at problem-solving, solution-oriented, and efficient in time management

**Youngstown State University (YSU)**  
OH

Youngstown,

**Part-time Instructor – Communication Foundations**  
Present

August 2018 -

- Teach applications and strategies for Interpersonal and Group Communication, and the art and tenets of Public Speaking
- Grade Assignments and submit online evaluations

**Lindsay Renea Foundation**  
OH

Youngstown,

**Director of Public Relations and Marketing**  
20017

April 2014-Dec

- Was effective in generating vast media coverage on all events from initial launch to all significant actions and events of the organization
- Co-Producer-Host, Celebrate Life Annual Dance Concert
- Radio-TV-Digital Ads
- Worked with volunteer staff to execute marketing and enrollment campaigns

**LinMar Strategies For Entertainment, LLC**  
OH

Youngstown,

**Executive Producer-Host**  
2013

Oct. 2004 to Feb.

- Lead the development, execution, and distribution of content across multiple platforms
- Manage company brand and oversee all media-related coverage and events
- Conduct Celebrity interviews
- Oversee studio set design projects for all productions and crew training
- Negotiate Media buys and contracts between company and guest Artists
- Make public appearances and give talks on behalf of the brand

**Tel-A-World Productions**

Youngstown,

OH

**Public Relations and Media Specialist**

Aug. 2000 to Sept.

2004

- Manage the corporate brand within local, regional, and national markets
- Director of Merchandising for domestic and foreign markets
- Executive Producer of all media-related content and promotional material
- Develop staff PR Standard Operating Procedure (SOP) guidelines

**U. S. Department of Commerce, Bureau of Census**

Youngstown,

OH

**Community Partnership Specialist**

May 1999 to June

2000

- Official Media Spokesperson and brand messenger throughout four-county region on behalf of U.S. decennial census 2000
- Coordinate partnerships with elected officials, leaders, stakeholders, grassroots organizations, public and private sector institutions in four counties to propagate the message of the census
- Generate monthly expense and activity reports to the Bureau of Census

**WKBN TV 27/ FOX TV 17/62 Youngstown Television**

Youngstown,

OH

**News Graphics Editor**

March 1999 to May

1999

- Pull assigned stories and slug lines to create corresponding graphics that highlight and aid in the news storytelling process of each item of news, each night for two broadcast television stations news cycles

**Executive Producer, PR/Media Consulting**

- **Debórah** (Exec. Prod.-Host) 2007-2014
- **The Valley Gold Show** (Exec. Prod.-Host) 2004-2007
- **W. Holloway P & D Fitness** (Exec. Prod.-Writer) 2010
- **Youth Fit w/ Lindsay Renea** (Exec. Prod.) 2005
- **Dr. Yong Lee, FACS** (Co-Exec. Prod.-Writer) 1993
- **MVSD (WATER)** (Exec. Prod.-Writer-Voice-Over) 1994

### **Volunteer Leadership Experience**

- **Talent Judge: American Idol Fox TV local affiliate** 2011 and 2012
- **Career Advisor: Choffin Career Center Advisory Board** 2014 to 2016
- **Executive Director: Love My Career Network Initiative** 2015 to present
- **Executive Director: East Meets West Network Affair** 1994 - 2013

**Professional Memberships:** National Association of Professional Women

**Technical Skills:** Video/Photography, Microsoft Office, Adobe Photoshop and Premier, Avid Editing Suite

**Certifications:** Business Storytelling / Being a Good Mentor / Writing Recommendations / Executive Leadership / Marketing for Small Business / Social Media Marketing for Small Business / Public Speaking Foundations

### **Education:**

Master of Science in Entertainment Business, Full Sail University (FSO), Winter Park, FL

Bachelor of Arts in Communications, Bowling Green State University (BGSU), Bowling Green, OH