

STACY STRAZIS



CONTACT

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PROFILE: Master Storyteller & Media Producer / Strategist

PASSION: I LOVE Creating & Maximizing Visionary Media / Marketing Programs & Strategies - Curating & Crafting Content & Stories to Expand Audiences - on All Platforms - All Over the World - Inspiring Greater Action & Impact for Social Change

QUICK BIO: Television Academy Award-Winning Producer - The Oprah Winfrey Show - 11 Years, On-Air Journalist, Humanitarian

QUICK REFERENCES: please see LinkedIn profile

PROFESSIONAL SUMMARY:

- Excellence representing, enhancing, developing & raising the profile of a powerful global brand focused on change & empowerment thru entertainment & social media channels
- Passionate self-starter with deep commitment to missions of empowering people & positively influencing change on the critical issues of our time
- Guided & on the forefront of bar-raising, key & pivotal media moments impacting hundreds of millions of people worldwide
- Accomplished record of identifying, evaluating, leveraging, networking, cultivating, planning, launching, smoothly managing, & producing emotionally resonant stories, messages, productions, campaigns & partnerships for national & international outreach - from the "big picture" down to the meticulous details - resulting in massive influence, public discussion, rapid response, explosive growth, swift victories & social change
- Accelerated insight of messaging & framing, with the judgment to repeatedly & smartly engage a strategic audience
- Established leader in protecting, enhancing, & ensuring brand identity & integrity - reflective in professional communications, & consistent in personal engagements as well
- Demonstrated success working with heads of state, celebrities, international governments, national media outlets, organizations, brands, high-profile leaders, the general public, & target audiences

EXPERIENCE:

Producer: The Oprah Winfrey Show 2000 - 2011 *(please reference my website for full Bio & more details)*

-Recognized Television Academy Award-Winning Producer for The Oprah Winfrey Show: 40 million weekly viewers, syndication in 215 U.S. markets & worldwide distribution to 150 countries.

- Earned the 2011 Television Academy "Honors" Award" for "Television with a Conscience" for co-producing "200 Adult Men Who Were Molested Come Forward."

- Delivered, on tight deadlines, more than 6,000 hours of high-rated network television as an 11-year Oprah Show Producer & as an on-camera Journalist, prior to career at Harpo Studios.

- Directed & conducted countless impactful interviews & field shoots globally - with international icons to extraordinary, everyday people.

- Co-produced the highest-rated Oprah Show in more than six years during 2011 final historic season: "Breaking News: Oprah Reveals a Hidden Family Secret." Mindfully selected as the one and only Field Producer to interview Oprah's family.

- Selected & trusted, repeatedly, to represent Oprah Winfrey on extremely coveted high-profile assignments around the world.

- Appointed as The Oprah Show's Lead Producer overseeing and organizing Harpo's first team in New Orleans during the fast-moving Hurricane Katrina disaster.

- Initiated, researched, networked, pitched, produced, & managed numerous innovative & significant episode ideas that made broadcast, were Oprah Show firsts & inspired social change.

- Contributed to the brand strategy, development & execution of Oprah's integrated media communications, collective action platforms, & social advocacy campaigns.

- Produced & developed the brand images of other TV professionals such as Dr. Mehmet Oz, Lisa Ling, & Rachael Ray.

- Supervised colleagues on large-scale, high-profile, quick-turn around projects - coaching, consulting & crisis management skills - delivering best in class results.

- Excelled fast writer of high-quality creative compelling copy for various platforms.

- Managed budgets thru smart use of time, creativity, use of resources, & careful attention to details.

Producer, On-Air Journalist & Talent

CNN, NBC, CBS, Discovery Channel, ESPN, FOX Sports, Sunshine & Prime Sports Networks 1990-2000

Freelance for Networks, Global Syndications & International Corporate Projects >

Producer, Reporter, Anchor, Host, Sideline & Feature Reporter, Voice-Overs, Feature Talent

News Anchor / Reporter

WTVT-TV Tampa, FL 1990-1997

- At the time, America's 13th largest TV market - Anchored "Good Day Tampa Bay" rated Florida's "Most Watched Morning Show"

- Earned the highest weekly newscast ratings in Florida

HONORS & AWARDS:

-**2011 Television Academy Honors Award:** Co-Produced the landmark Two Day Oprah Show Event "200 Adult Men Who Were Molested Come Forward." The groundbreaking and historic episodes were selected as one of only eight programs in America to be honored for exemplifying "Television with a Conscience."

-**2006 GLADD Media Award:** "Outstanding Talk Show" Researched, Networked, Pitched, and Co-Produced the Award-Winning episode "When I Knew I Was Gay"

EDUCATION:

University of Central Florida

Bachelor of Arts: Political Science - International Relations and Comparative Government

Activities: Model Organization of American States, The Hunger Project SE U.S. University Representative