

# Carly Stephenson Wooten

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## SUMMARY

Professional with demonstrated success in highly competitive communications field, possessing leadership experience, editorial management skills and excellent oral and written communication skills. Manages public relations campaigns for key subspecialty areas across network of 40+ hospitals.

## RELEVANT EXPERIENCE

### **Communications Manager, Atrium Health** Charlotte, NC

March 2016-present

Responsibilities: Develop and manage communications campaigns for heart, orthopedic and surgery specialty areas across health care system with 40+ hospitals and hundreds of facility locations. Work directly with presidents, vice presidents, media directors and physician executives. Execute award-winning communications strategies at key clinical conferences. Lead public relations efforts through on-going issues management, proactive media pitching, brand journalism, social media content development and clinical content development. Utilize brand channels to effectively elevate reputation of specialty.

- Lead media and social media training presentations for executives
- Write remarks and build presentations for executives for series of employee and external events
- Successful media placements acquired in local, regional, national publications such as Modern Healthcare, People Magazine, Yahoo!, Sports Illustrated, NBC Sports and ABC News
- Plan teammate events as part of department engagement committee and manage budget for team of 20+

### **Reporter, Time Warner Cable News** Salisbury, NC

October 2014 – March 2016

Responsibilities: Manages Salisbury news bureau independently, while marketing stories to four county coverage area. Develops contacts through phone calls, emails and social media to stay informed about target viewership and community happenings. Builds community trust through volunteer efforts and proven track record for content accuracy. Creates compelling content for TV and web platforms through utilization of contacts and research of government, business and community initiatives. Successfully publishes stories that are shared thousands of times due to in-depth knowledge of the 'pulse' of the community.

- Coordinate interviews with business leaders for news pieces published daily on tight deadlines
- Shoot, write and edit news and web stories that reach a 500,000 + population
- Grow social media following by hundreds through communicating factual information and news updates to community

### **Reporter, Anchor, Producer, WHSV-TV** Harrisonburg, VA

January 2013 – October 2014

Responsibilities: Consistently created enterprise news content and developed promotional teasers to capture viewers' attention before daily newscasts, successfully increasing show viewership and participation on multiple platforms. Managed and produced hours of content as weekend and morning anchor and producer.

- Shot, wrote and edited pieces for 5 p.m. and 6 p.m. newscasts and top ranked morning show
- Posted stories and breaking news or traffic alerts to station website and social media

### **Positively VA Reporter/Producer, WSET-TV** Lynchburg, VA

August 2011 – December 2012

## SKILLS

Microsoft Office Suite, basic HTML, WorldNow, Twitter, Cision, Critical Mention, Meltwater, SocialNewsDesk, Final Cut Pro, Adobe Premiere, Adobe Creative Suite, Cool Edit Pro, Audacity, ibPublish, Photoshop

## ACTIVITIES

- Board member and volunteer, Hospitality House of Charlotte, Charlotte 2017-present
- Board member, Waterworks Visual Arts Center, Salisbury 2015-2016
- Moderator, City Council Candidate Forum in Staunton, Virginia March 2014
- Relay for Life Fundraiser "Kiss a Cow" Participant, First-Runner Up for fundraising July 2014
- Prevent Child Abuse Rowan, Volunteer Cycle Participant
- National Anthem Singer, Harrisonburg Turks

## **HONORS**

2019 Crown Award, Queen City Public Relations Awards, PRSA Charlotte  
First place for national opioid crisis awareness and education campaign

2019 Award of Excellence, Queen City Public Relations Awards, PRSA Charlotte  
Second place for “Fast-Paced and Unpredictable: Behind the Scenes of Atrium Health’s Level I Trauma Center”  
video campaign

2019 Ragan’s Health Care PR and Marketing Awards  
Honorable Mention, Atrium Health’s Opioid Crisis Awareness & Education Campaign

2018 Crown Award, Queen City Public Relations Awards, PRSA Charlotte  
First place for national digital and social campaign featuring NFL Coach

Invited Speaker, Donate Life America Conference, 2018

First Runner-Up for Region 2 of the Society of Professional Journalists Mark of Excellence Awards,  
Best All-Around Television Newscast – 4 Year College/University

## **EDUCATION**

**University of North Carolina at Chapel Hill**

School of Journalism and Mass Communication

BA in Journalism