

# Regina Sibia

regina.nicole.sibia@gmail.com

## EDUCATION:

### Syracuse University

M.S. Broadcast & Digital Journalism

Syracuse, NY

Graduated Aug. 2014

### Newbury College

B.A. Mass Communication

Brookline, MA

Graduated May 2013

## SKILLS:

Content Editing • Editing HTML • Client Services • AP Style • WordPress • Online Magazine/Feature Writing • Television News Writing • Radio News Writing • Social Media Management • Adobe Premiere  
• Final Cut Pro • Filming

## EXPERIENCE:

### **3BL Media (Northampton, MA) – Media Consultant Oct. 2018 – Present**

- Account Manager for clients ranging from non-profits to Fortune 500 companies
- Created content with clients' sustainability or communications teams to promote their initiatives in sustainability and corporate responsibility
- Strategized with clients about which initiatives to promote through 3BL Media's distribution service and the best practices to gain views on their content.
- Uploaded content to 3BLMedia.com and managed all client online newsrooms where all sustainability news was housed and promoted
- Worked with 3BL Media's Social Media Team to hone the company's social media presence and voice

### **3BL Media (Northampton, MA) – Content Specialist Aug. 2017 – Sept. 2018**

- Published, reviewed and managed content for clients on 3BLMedia.com, CSRwire.com and TriplePundit.com
- Managed incoming content and fielding questions from clients reaching out to the publishing team
- Scheduled and fulfilled the distribution and promotion of clients Sustainability Reports
- Addressed client questions and kept clients on schedule for Sustainability Report promotion by a specific deadline
- Organized and maintained publishing & operations manuals related to all publishing & Sustainability Report websites
- Fielded questions and requests from Sales and Media Consultant team regarding the operations of 3BL Media's various websites

### **The Sweet Beet LLC (Granby, CT) – Customer Service and Social Media Aug. 2016 – Aug. 2017**

- Assisted owner with social media presence for small business
- Worked directly with customers to help them choose the right products and address questions
- Assisted owner with organizing and preparing for food festivals and catering events

### **WCIA 3 NEWS (Champaign, IL) – Producer of "The Morning Show" Oct. 2014 – Sept. 2015**

- Produced 2 hours of a 4-hour newscast. Wrote news content, assigned reporters to stories, covered state and local elections, and handled breaking news.
- Incorporated promotions for station and Morning Show brand into newscast with Sales Department
- Managed station Facebook page for Morning Show
- The Morning Show was nominated for 2015 Silver Dome Award for Best TV Newscast in a Medium Market by Illinois Broadcasters Association

### **WCIA 3 NEWS (Champaign, IL) – Assoc. Producer for "Current" Oct. 2014 – Sept. 2015**

- News Magazine show geared toward women
- Researched, wrote and created in-depth coverage of various news topics for an hour broadcast

## REFERENCES: Upon Request