

# Marvis Herring

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Visionary communications leader with 10+ years experience driving institutional visibility, leading cross-platform storytelling, and elevating brand reputation through earned media, editorial planning, and integrated marketing communications. Adept at building relationships with national outlets, managing collaborative creative teams, and helping share clear insights and meaningful narratives that demystify complex information, generate measurable attention, and advance key initiatives.

## WORK EXPERIENCE

### **University of Mississippi (MarCom) • 04/2024 - Present** **Communications Specialist - News & Media Relations • Oxford, MS**

- Produced AP-style news releases and content driving consistent monthly visitor increases of more than 25%, 1,110+ earned media placements, and reaching more than 7 billion unique visitors per month.
- Developed newsroom-style editorial plans, coordinate feature concepts, and manage multi-team workflows with photo, video, graphics, and social media units to deliver polished, multiplatform content.
- Directed media strategy initiatives with internal and external partners, securing viral placements in top news markets, such as Los Angeles and New York City.

### **Hearst Television • 08/2019 - 02/2023** **WJCL 22 News Anchor/Reporter • Savannah, GA, USA**

- Achieved record-breaking audience growth, increasing year-to-date viewership 100% as 5:30 p.m. anchor.
- Produced viral investigative and enterprise stories that drove more than 200% spikes in digital engagement.
- Led a daily collaborative team, strengthened the station's brand by developing innovative and focused storytelling, digital, marketing, and production strategies

### **WLKY News Anchor/Reporter • Louisville, KY**

- Delivered hours of live, nationally followed coverage during the 2020 Breonna Taylor protests, offering context, clarity, and accurate real-time reporting.
- Led a team of 10 to produce top-rated weekend newscasts; achieved #1 market ratings.
- Reported from Mayfield, KY after the state's deadliest tornado, reaching 2.5M+ viewers with empathetic, solutions-oriented coverage.

## SKILLS

- Axios Smart Brevity
- Brand Voice
- Creative Direction
- Editorial Content Management
- Generative AI
- Integrated Marketing Communications
- Media Relations
- News Reporting
- Press Releases
- Print & Broadcast Journalism
- Public Relations
- Public Speaking
- Search Engine Optimization (SEO)
- Team Leadership and Engagement

## EDUCATION

### **Grand Valley State University** **Bachelor Of Arts in Broadcasting** Allendale, MI, USA

**Nexstar Media Group • 06/2014 - 07/2019****WOOD TV8 Reporter • Grand Rapids, MI, USA**

- Nominated for a regional EMMY award for producing an exclusive TV report on a mother who survived internal decapitation.
- Reported on more than 200 major events, crises, and community features, increasing audience trust and driving digital readership.
- Contributed to award-winning coverage of the 2016 Kent County tornado, 2016 Election Night rally reporting and multiple station awards from the Michigan Association of Broadcasters.

**WMBD/WYZZ News Anchor/Reporter • Peoria, IL**

- Led collaborative teams of production, news, promotions, sales, and external professionals to deliver improve broadcast viewership and digital audience engagement.
- Provided groundbreaking coverage of the first televised murder trial in Peoria County, expanding transparency and media access.
- Grew social media engagement by more than 100% through innovative livestream conversations, embedding social media content on the station's website.