
Marvis Herring

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News and Media Relations

Passionate and results-driven communications professional with extensive experience in media relations, award-winning storytelling, and digital media. Adept at leveraging media and brand journalism to enhance institutional reputation and foster meaningful connections with diverse audiences. Proven leader in managing high-pressure environments, cultivating relationships with media outlets, and leveraging modern digital platforms to amplify messaging. Dedicated to promoting organizational goals through clear, compelling communication and collaboration.

WORK EXPERIENCE

University of Mississippi • Oxford • 04/2024 – Present Communications Specialist • Full-time

- Crafted press releases that showcase the university's academic rigor, talented faculty and staff, student achievement, community investment and campus culture.
- Pitched and produced timely Associated Press Campus Insights interviews, promoting the breadth and relevance of UM faculty expertise, enhancing brand visibility and reputation, and positioning the institution as a top contributor to the exclusive AP program.
- Identified media coverage opportunities and drafted media advisories, resulting in positive local and national news that perpetuated the institution's reputation of excellence.
- Coordinate collaborative content with the photo, video, graphics and social media teams to strategically enhance stories and audience engagement across multiple digital platforms.
- Produced weekly digital newsletters for university stakeholders and regional journalists, spreading UM's brand voice and promoting campus momentum. Developed ideas to improve media engagement.

Hearst Television: WJCL 22 News • Savannah, GA, USA • 02/2022 – 02/2023 News Anchor/Reporter • Full-time

- Boosted year-to-date viewership by 100%, resulting in record-breaking viewership growth during the first year as 5:30 p.m. anchor.
- Increased WJCL.com web and social media traffic with multimedia stories that emphasized community through storytelling. Website saw more than 200% engagement spike with viral investigative report of troubled Georgia police officer.
- Maximized WJCL's reach and engagement on social media platforms by utilizing data-driven insights to drive new consumers to the app, website, and television newscasts.
- Developed media relations contacts and collaborated to improve communication strategies.

Hearst Television: WLKY News • Louisville, KY, USA • 08/2019 – 02/2022 Senior Weekend Anchor/Reporter

- Elevated the station's online and on-air viewership to unparalleled heights while providing hours of live, comprehensive coverage from the scene of the 2020 Breonna Taylor riots and protests.
- Achieved top ratings in the market for weekend AM newscasts, leading a team of 10 people to create engaging and informative content.

- Provided crucial updates and personalized stories from Mayfield, KY, on state's deadliest tornado, reaching 2.5 million+ viewers.

Nexstar Media Group: WOOD TV8 • Grand Rapids, MI, USA • 07/2016 – 07/2019

Reporter

- Nominated for a regional EMMY award for producing an exclusive TV report on a mother who survived internal decapitation.
- Delivered exclusive reporting on 200+ crises, resulting in increased viewership, website engagement, and personal/station brand credibility.
- Contributed to award-winning news and weather team, delivering top-notch coverage on major events like the 2016 Donald Trump Rally on Election Night and 2016 deadly Kent County tornado.

Nexstar Media Group: WMBD/WYZZ News • Peoria, IL, USA • 06/2014 – 07/2016

Senior Reporter/Anchor

- Successfully led a team of reporters, photographers, producers, editors, and technical directors, resulting in multiple award-winning newscasts.
- Pioneered coverage of the first televised murder trial in Peoria County, leading to national exposure and new access for local media teams.
- Streamlined social media strategy, increasing reach by 20% monthly through live-tweeting and live-streaming, driving engagement and followers.

Heritage Broadcasting: WWTW/WWUP 9 & 10 News • 06/2013 – 06/2014

Senior Evening News Producer

- Spiked website traffic by 250% by leading coverage of 2013 tragic traffic stop shooting and keeping audience informed of live updates.
- Elevated station's online presence and engagement by actively posting timely and relevant news content, resulting in 45% year-to-date increase in website traffic and user interaction.

EDUCATION

Bachelor Of Arts in Broadcasting

Grand Valley State University • Allendale, MI, USA • GPA: 3.62 • 08/2009 – 04/2013

- Received the 2013 Thomas M. Seykora award, given to "seniors who, through their involvement, have made significant contributions to the GVSU campus community."
- Received the 2009 Most Promising Freshman Leader Award.
- Founded new GVSU student organization during 2009 freshman year; voted President four years in a row.
- Elected Recruitment Director of GVSU's largest fraternity on campus.
- Varsity Men's Track & Field team member.
- Served on GVSU Commencement planning and President's Ball planning teams.
- Earned Spanish minor, completing studies at the University of Granada in Spain.

SKILLS

Accuracy, Adobe Premiere, Broadcast News, Content Creation, Copy Editing, Creative Direction, Creative Writing, Digital Media Management, Internal Communication, Leadership, Management, Media Coverage, Muck Rack, Multimedia Journalism, MyEmma, News Reporting, Pitching Stories, Press Release Writing, Public Relations, Public Speaking, Research, Search Engine Optimization, Social Media, Video Production