# ERIKA CELESTE

260-243-6925 [newmoonpublishers@gmail.com](mailto:newmoonpublishers@gmail.com) [www.ecnewmoon.com](http://www.ecnewmoon.com)

**WRITER/EDITOR**

Experienced marketing and communications professional with 25 years in the field across several multimedia platforms including radio, television, Internet, and print. Proven track record in industry knowledge and creation of national campaigns, events, and projects. Leadership abilities in understanding the media, positive messaging, and branding for success.

National Media Experience Award-Winning Writing Crisis Management

Public Speaking Social Media Marketing Investor Relationships

Corporate Communications Established Media Contacts Campaign/Event Management

**PROFESSIONAL EXPERIENCE**

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New Moon Media Group I Fremont, IN 3/2001 – Present

**Owner-Operator**

Built a multimedia freelance company in marketing and writing for international radio (VOA, NPR), TV (PBS, Archeology Channel), Internet, and books. Primary writer and manager on books, promotional spots, and documentaries. Managed an evolving contract team on projects including: branding, event coordination, messaging, public relations, social media, and developing business relationships.

* Wrote/published 17-plus books, including more than 9 ghostwritten titles and 8 credited titles
* Wrote/produced 500 videos for radio, TV, Internet, and documentaries (national award winners)
* Served as company spokesperson on industry panels, workshops, provided client publicity and interviews on all projects and events

Mississippi State University I Starkville, MS 7/2006 – 7/2008

**Assistant Director of Marketing Communications**

Recruited to help the University raise its national media recognition and increase student enrollment. Served on crisis management team as spokesperson for messaging and advisor for event mitigation. Wrote a book and taught classes to educate administration and staff on media relations needs. Placed dozens of stories with national media.

* Created a University “Experts” data base activated for national media events
* Created an award-winning University-based radio show to increase regional awareness
* Created award-winning recruitment campaign, credited with increased enrollment by 5,000

COMAR Inc. I Charleston, WV 9/2004 – 5/2006

**Executive Editor**

Hired to restore the quickly failing company shortly after the unexpected death of its executive editor. Oversaw a staff of 12, managed all aspects of production, publishing, and promotions. Organized annual statewide gala event and awards show. Served as company spokesperson.

* Took the company from two bi-monthly to seven monthly publications, more than tripling revenue to $1 million annually

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WVPBS I Charleston WV 12/1999 – 9/2004

**Reporter**

Recruited to bring more commercial appeal to public radio and television. Provided award-winning coverage of the West Virginia House of Delegates. Helped create programs *Outlook* and *Inside Appalachia*.

Mountain News Network I South Charleston, WV 3/1999 – 10/1999

**Anchor/Producer**

Helped form a new 24-hour cable news station. Anchored morning news and created, produced, wrote, and anchored Mountain ER. The half hour reality show was later sold to The Learning Channel.

WVVA (NBC) I Bluefield, WV 12/1997 – 12/1998

**Reporter/Producer**

Produced the 5, 6, and 11 o’clock news. Oversaw a staff of 20. Reported, filled in as weather anchor.

WLIO (NBC) I Lima, OH 6/1997 – 11/1997

**Weather Anchor/Reporter**

Anchored morning weather. Shot, wrote, and edited stories. Developed *Footsteps,* a human interest series.

WTLW (CNN) I Lima, OH 9/1994 – 6/1997

**Reporter/Photographer**

Shot, wrote, and edited stories. Developed *Real People*, a human interest series.

WPTA (ABC) I Fort Wayne, IN 3/1992 – 9/1994

**Afternoon Assignment Editor**

Assigned stories, developed story leads. Helped develop the computerized data base for achieve footage.

**PROFESSIONAL DEVELOPMENT & TECHNICAL PROFICENCIES**

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# AWARDS

Institutes for Journalism & Natural Resources Fellow (2012), Edward R. Murrow Award for *Coal: Dirty Past, Hazy Future* (2011), Telly Award, *Secrets of the Valley* (2011), Society of Environmental Journalists, Outstanding Beat/In-depth Reporting (2010), CASE III, Advancement Awards, Special Merit Award, Step into the Maroon (2007), Mississippi Association of Broadcasters, Excellence in Broadcasting, A Million Stories TV series (2007), CPRAM, First Place, Bulldog Tryouts (2007), CASE III Advancement Awards, Award of Excellence for High Notes (2006), Emmy nomination *Red Salt & Reynolds* (2003), Telly Award for *Red Salt & Reynolds (2003)*

**TECHNICAL SILLS**

Audacity, Adobe Premiere Elements/Pro, Final Cut Pro, Adobe Photoshop, HTML, professional JVC and Canon video shooting, zoom recording

# EDUCATION

# Bachelor of Science; Theater (1994)

# concentration in Communications and Anthropology

Indiana State University