

TRAVIS HENKALINE

Cell (616) 914-6414 ♦ henkalin_e@yahoo.com ♦ 3692 Maple Hurst Dr SE Kenwood, MI 49512



PROFESSIONAL PROFILE

- 21+ years of successful leadership experience at the department head level
- Led the FOX 17 Creative Services team, earning 43 Emmy Award nominations and winning 16
- Personally received an Emmy Award for an end-to-end campaign I conceptualized, wrote, directed, shot, and edited
- Proven record in talent development, with two team members advancing to become Marketing Directors at other television stations during my time at FOX 17
- Actively served on two community boards: March of Dimes and Ele's Place, demonstrating commitment to community involvement and leadership

EXPERIENCE

November 2005-Current ♦ FOX 17 ♦ E.W. Scripps Grand Rapids, Michigan

Creative Services Director

- Primary Role: Supervise all station marketing efforts and lead a creative team to accomplish business goals related to revenue and rating targets
- Our 10 PM newscast is consistently one of the top-rated newscasts in the market
- Successfully launched five newscasts and guided FOX 17 Morning News to become the #1-rated morning newscast in the market
- Conceived, implemented, and executed station sales promotions that have enabled us to meet revenue expectations consistently

2002-2005 ♦ FOX 55 ♦ Nexstar Broadcasting Fort Wayne, Indiana

Creative Services Director & Sales Promotion Manager

- Primary Role: Supervised all station marketing, production, and sales promotions
- Maximized co-op opportunities and thereby substantially increased the amount of co-op received from both syndicators and network
- Developed relationships with local & national business contacts to negotiate co-promotional opportunities whereby we received exceptional giveaway items at no cost, which were used for watch and win contests
- Conceived, implemented, and executed station sales promotions that generated approximately 1 million dollars in incremental advertising revenue in 2005

2000-2002 ♦ WB26 ♦ Acme Broadcasting Dayton, Ohio

Senior Promotions Producer

- Primary Role: Produced station promotional spots, managed station events, scheduled daily promotional log
- Participated in a corporate promotions contest in which all Acme stations were supplied the same elements and challenged to create a unique promotional campaign. Our promotional campaign was chosen as the best of the group by corporate management

1998-2000 ♦ NBC 22 & FOX 45 ♦ Sinclair Broadcasting Dayton, Ohio

Promotions Producer

- Primary Role: Produced news promos, station image spots, and episodic promos
- Streamlined the process of producing and scheduling episodic promos

1996-1998 ♦ NBC 22 & FOX 45 ♦ Sinclair Broadcasting Dayton, Ohio

NBC 22 Morning Show Director

- Primary Role: Directed the NBC 22 local morning news show
- Coordinated the morning news crew and directed the top-ranked morning show in Dayton

1995-1996 ♦ NBC 22 ♦ Max Media Broadcasting Group Dayton, Ohio

Assistant News Director

- Primary Role: Created and aired news graphics during the 6P & 11P news broadcasts
- Volunteered for many of the other roles associated with a local newscast and became a well-rounded member of the team. I was promoted to Morning Show Director in a relatively short amount of time

EDUCATION

1993-1995 ♦ The Art Institute of Pittsburgh – Associates Degree Pittsburgh, Pennsylvania

- Major: Video/Film Production; Minor: Marketing
- Graduated with a 3.8 cumulative grade point average
- Awarded a merit scholarship

References Available Upon Request