

## Biography for Karen Downey McKee: TEGNA Media-WUSA 9, CBS

Karen is a highly skilled and successful sales professional, with over 26 years of multi-platform media sales experience. She has earned top sales accolades from multiple companies and is consistently a top performer in both digital and broadcast mediums. Karen has been chosen as 2x Sales person of the year for Cox Media, 2 x Annual budget buster with Comcast Spotlight and is currently a Senior Account Executive with WUSA9- TEGNA Media. She is a consistent over achiever, team builder and business development expert.

Karen got her start in Radio in the Hampton Roads area and quickly moved up to the Regional and then National Sales levels. Like all Military spouses, Karen had to relocate multiple times with her family. With those moves came change and adaptability. She transitioned her career into Broadcast Television and then went into Cable Television with Cox Communications and Comcast Spotlight. She is excited to be with TEGNA media and WUSA9 because of how the company is integrating all avenues of digital marketing with broadcast television. Karen feels this blend of mediums gives her a unique perspective into consumer insights and with the support of a great team can apply these analytics to grow her customers business.

Karen is a native Washingtonian and youngest of 7 children, many of whom still live in Northern Virginia. She attended both Robinson Secondary School and Langley High School. She then traveled across the river to the University of Maryland, Phillip Merrill College of Journalism. There she met her husband Joe who studied Aerospace Engineering at the A. James Clark School of Engineering. After college, Joe joined the USN and they then married. After 21 years as a Radar Flight Intercept Officer in the F-14, a Naval Flight Test Engineer, and stellar Coast to Coast career, Joe and Karen decided to come home, and settle in Clifton, VA. They have 2 sons who attended Centreville High School. Karen is active in her community with various Charities and Organizations.

### **Current Job Experience:**

***WUSA 9- TEGNA Media      SENIOR ACCOUNT EXECUTIVE***

Responsible for developing and growing all TEGNA Media's Digital assets. SEO, SEM, Social Media, Email Marketing, Extended Reach Platforms, Mobile, WUSA 9.com and WUSA9 broadcast.

***COMCAST SPOTLIGHT - Washington DC Interconnect -REGIONAL ACCOUNT EXECUTIVE***

Lead multi market account development teams. Developed Large Agency and Local clients business through the targeted reach of Cable Television. Utilized Comcast Digital assets to spotlight business with display and pre-roll capabilities. Budget Buster 2012, 2013

***Cox Media-Cox Communications-      KEY ACCOUNT EXECUTIVE***

Lead statewide client initiatives with Cox Media Hampton Roads. Responsible for Political Advertising- Republican Shops in Northern Virginia. Solutions selling training ambassador for corporate market training, 2x Cox Enterprises Winner Circle, Sales person of the year 2008, 2009, Top Performer 2008-2011.