

EXPERIENCE

- August 2008
to Present
- NEWS 14 CAROLINA**, Raleigh, NC
Senior Producer, Television
- **Deadline writer and line producer** for morning news, the **highest-rated time slot**
 - Booth reporter live shots, **copyedit stories** and final input in which stories make air
 - Daily responsibilities include: finding and enterprising stories through news releases and contacts, writing those stories and seeing them through all aspects of production
 - **Shooter** and writer for Friday Night Final, our 30-minute high school football show
 - Cross-trained to learn how to direct, make on-air graphics and tune in live shots
 - Continue to write breaking news web stories on the weekends and early mornings
- September 2005
to July 2008
- Web Producer, News14.com** *Voted Employee of the Quarter*
- **Lead breaking news writer**, blogger, copy editor and graphic designer for News14.com and its four different NC markets – Raleigh, Charlotte, Greensboro and Wilmington
 - Led push for **blogging and more social media interaction** on the website – led to our site’s sports blog, entertainment blog, & weather blogs, which I helped design
 - As a special edition reporter, created feature for TV and website use based on interview with World War II soldier for July 4, 2008. ([LINK](#))
 - **Advanced Adobe Photoshop skills** – designed special graphics and banner advertisements that are still used on the site years later
 - Strongly assisted with our site’s redesign, including designing our initial mock up
 - **Well versed in AP Style**
- February 2009
- WEBSITE ENTREPRENEUR** – Television show fan site ([LINK](#))
- Created website that went from launch to more than 1,000 unique page views per day in less than a week using only good content and social media sites (Twitter, Facebook)
 - TV show is now dead but Twitter account still has more than 1,800 followers

EDUCATION

- September 2001
to May 2005
- UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL**
Journalism and Mass Communication, Dean’s list
- Served as sports director and sports anchor for the award-winning *Carolina Week*
 - **Received individual reporting awards** from the Broadcast Education Association (BEA) and the Society of Professional Journalists (SPJ)
 - Graduate of the country’s first Sports Marketing Program (December 2004)
 - Participated in study abroad programs in Paris, France and Florence, Italy

HONORS AND ACTIVITIES

- **Reading volunteer for second grade classroom** at Carpenter Elementary School in Morrisville, NC.
- Recipient of the Aubrey Lee Brooks Scholarship – awarded to students who show initiative in the classroom and in the surrounding community
- **Developed a marketing plan** while at UNC that was selected by Kim Stone (Miami Heat, Vice President of Marketing) to implement at basketball games to attract younger fans 18-25 years old

RELATED SKILLS

Computer: MS Office Suite, Adobe CS3 Suite, Final Cut Pro, Dreamweaver; Language: Conversational French
Related Skills: Photography, Video Editing, Announcing (UNC baseball PA announcer), Broadcast & AP Writing