

Vanessa Araiza

Represented by The NWT Group
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EXPERIENCE

Reporter, WKMG, Orlando, FL

August 2016 – Present

- Enterprise lead stories
- Cultivated news sources and created close relationship with community and sources
- Produce content for multi platforms

Anchor/Reporter, WBRC, Birmingham, AL

October 2011 – August 2016

- Anchored 90 minute evening weekend newscasts and main weekday fill-in anchor
- Cultivated news sources and created close relationship with community leaders and members
- Shot, wrote, and edited stories and packages that aired on various platforms
- Utilized social media to promote news coverage and increase viewership ratings

Anchor/Reporter, WTVY, Dothan, AL

Sept 2007 – October 2011

- Anchored weekend newscasts and main fill-in anchor for all weekday newscast
- Collaborated with producer to create fast-paced and informative news copy
- Crafted compelling and interesting headlines and teases for newscast
- Continually generated story ideas for five counties in Alabama, including coverage in FL & GA

Production Assistant/Field Producer, WEAR, Pensacola, FL

May 2005 – Sept 2007

- Wrote and updated breaking news copy for the anchors and WEAR Website
- Field Produced breaking news and enterprise stories
- Operated studio and control room equipment for daily newscasts

EDUCATION

- University of West Florida, Pensacola, FL May 2007
- Bachelor of Communications – Specialization in Broadcast Journalism

AWARDS/ASSOCIATIONS

- Associated Press – Best Specialized Reporter
- National Association of Hispanic Journalists
- Rotary Club of Birmingham
- Chrysalis Home for Girls Magic Moments
- Junior Board Member