

Hollani Davis

Represented by The NWT Group
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Experience

Anchor/Reporter, WPTV, West Palm Beach, FL **2014 – Present**

- News anchor for 2 hour WFLX Fox 29 morning show and 1 hour 11am news on WPTV NBC.
- Traffic anchor on WPTV NBC morning show 4:30-7am
- Part of the news anchor team that double household ratings of the Fox29 Morning News opposite 'GMA', 'The Today Show' and 'CBS Morning News
- Helped launch and grow viewership and win time slot for 'Today on 5 at 11'
- Help producers find fresh content for two-hour newscast using contacts and social media
- Write teases and tosses for newscasts
- Newsroom leader in interacting with viewers on social media during live broadcasts to create a conversational and inclusive feel
- Book guests and write interview segments for 11am newscast
- Write Cut-in's vo's, vo/sots, teases and tosses for 11am newscast
- Primary fill-in Anchor for 'Today on 5' 4:30am – 7am
- Anchor and coordinate all Breaking Traffic News with producers, helicopter reporter and reporters
- Determine assignment/reporter placement during Breaking Traffic
- Create fresh graphics daily to display road conditions
- Have tripled stations Traffic Twitter Account, beating competitors
- Lead Facebook Live during Breaking Traffic and tweet updates

Evening Anchor/Reporter, WDBJ, Roanoke, VA **2010 – 2014**

- Helped take 11pm ratings in households to 8.4 (May 2012) from 6.8 (May 2010)
- Boosted ratings within stations demo for fledging 10pm Newscast on My19
- Oversaw content for late newscasts by generating enterprise stories
- Assisted with script approval and worked with producers to stack late newscasts
- Responsible for writing promo's and working with production department to make sure they were shot differently to capture viewers interest during primetime shows
- Hosted Political Sunday Show during election cycles
- Turned packages and VO/SOT's weekly with multiple angles and reported live during 5PM and 6PM Newscasts
- Enterprised ideas and turned in-depth stories for Sweeps
- Responsible for posting stories on station website
- Built contacts and viewer enthusiasm through social media: Facebook and personal blog
- Made community appearances

Weekend Anchor/Reporter, WDBJ, Roanoke, VA **2006 – 2010**

- Fill-in Anchor for weekday noon, 5pm, 6pm, 10pm and 11pm newscasts
- Enterprised packages and VO/SOT's with multiple angles for weekday newscasts
- Live reporting with Microwave and Satellite live shots, also LiveU backpack shots
- Established and worked contacts and sources within station's 26 county market
- Experience with non-linear editing
- Made community appearances

Weekend Anchor/Producer/Reporter, KTXS, Abilene, TX **2004 – 2006**

- Fill-in Anchor during weekday newscasts
- Enterprised and executed packages daily. Specialty beat: Education
- Produced weekend newscasts. Also produced primetime newscasts when needed

- Anchored live telethons including the Children's Miracle Network
- Special Correspondent for 30-minute Friday football shows

Education

Hampton University, Scripps Howard School of Journalism and Communications **2003**

- Bachelor of Arts, Broadcast Journalism. Summa Cum Laude

Poynter Institute, St. Petersburg, FL

- Leadership for TV News Anchors Week Long Training **2009**
- Investigative Reporting Training **2013**

Awards

- Co-anchored Emmy win for best early evening newscast 2012
- Co-anchored best evening newscast 2012
- Virginia Association of Broadcasters -Co-Anchored for Best Spot News Coverage 2011
- Regional Emmy - Best Weekend Newscast 2008
- Southern Christian Leadership Conference Award for producing stories highlighting racial injustice
- NAACP Person of the Year in Media 2008
- Texas Associated Press - Second Place; Deadline Editing 2005
- Texas Associated Press - First Place; Deadline Editing 2004
- Texas Associated Press - First & Second Place; Spot News Coverage 2004

Activities & Interest

- Boys and Girls Club of Roanoke
- Executive Board for HIV/AIDS Stigma Reduction Roanoke
- Big Brothers Big Sisters of Abilene 2004-2006
- National Association of Black Journalists
- Alpha Kappa Alpha Sorority Incorporated