

# Brandi Cummings

Represented by The NWT Group  
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## Experience

### ***GA Reporter/Fill-in Anchor, WAVY/WVBT, Portsmouth, VA*** **September 2014 – Present**

- Produce and report in-depth, investigative and enterprising content for “On Your Side Unit”
- Consistently the lead story reporter for newscasts. Worked with numerous contacts to enterprise and develop lead stories. Extensive experience with live breaking news coverage for daily/nightly newscasts and series/sweeps pieces.
- Aggressively generated exclusive reports--Extensive experience with live, breaking news coverage. Fill-in anchor as needed.
- Maintained constant and relevant social media presence with television viewers via Twitter feeds & Facebook updates
- Post stories to station website daily. Stories frequently rank high in "number of clicks"
- Host events and interact with the community on behalf of the station

### ***Morning Anchor, WTOG, Savannah, GA*** **September 2011 – August 2014**

- Responsible for gathering news and delivering daily radio segments that aired on partner radio stations
- Developed weekly franchise reports for “Hometown Heroes” and “Top Teachers”
- Extensive Social Media experience with daily posting to Facebook and Twitter to remain connected to thousands of followers
- Promoted to solo anchor first half-hour of THE News at Daybreak (4:30am – 5am), January 2012
- Operated ENPS Newsroom Software and Edius Editing Software

### ***Reporter/Anchor/Host, WIS, Columbia, SC*** **September 2007 – September 2011**

- Daily pitched and delivered enterprise stories that frequently led newscasts
- Reported stories that frequently ranked #1 in the number of views on the station’s website
- Promoted to Saturday Morning Anchor, August 2009
- Promoted to host and produce, Awareness, a weekly community affairs program, October 2008

### ***Producer, WRDW, Augusta, GA*** **June 2004 – September 2007**

- Consistently produced a newscast that ranked #1 among viewers in the market
- Produced Noon, Weekend and 5pm newscasts
- Produced 5-Hour Live Coverage of James Brown’s Memorial Service
- Operated Avid iNews Newsroom Software and Avid Instinct Editing Software

**Casting Assistant, MTV—Real World, Atlanta, GA** **May 2003**

- Aided Casting Director in selecting potential show participants during open casting call and during the interview process

## **Internships**

**Abshire Public Relations, Savannah, GA** **January 2014 – March 2014**

- Conducted a company-wide Social Media audit and developed a detailed Social Media Plan to grow the company's online presence

**WAGA, Atlanta, GA** **August 2003 – May 2004**

- Assisted newscast producers by writing copy for Noon and 5pm newscasts.
- Shadowed reporters and photographers on stories, often conducting interviews and assisting in story composition

**The Weather Channel, Atlanta, GA** **May 2003 – July 2003**

- Served on a 10 (ten)-member intern team to produce a Promotional Video for the National Academy Foundation
- Aided in the drastic increase of Stringer-submitted video logged in June, due to strong organizational skills and consistency

**Atlanta Interfaith Broadcasters, Inc., Atlanta, GA** **May 2002 – July 2002**

Acted as a production assistant, working with producers and directors to prepare and distribute scripts, construct props and set dressings and operate studio cameras

## **Education**

**Lassell College, Newton, MA** **August 2014**

Master of Science Degree in Integrated Marketing Communications

**Clark Atlanta, Atlanta, GA** **May 2004**

Bachelor of Arts Degree in Mass Media Arts

## **Organizations and Affiliations**

- Member, National Association of Black Journalists.
- Member, Board of Directors, The First Tee of Savannah, June 2012 – December 2013
- Volunteer Committee Member, Board of Directors, Boys and Girls Clubs of the Coastal Empire, May 2012 – December 2012
- Elected to Board of Directors, South Carolina Campaign to Prevent Teen Pregnancy, July 2011

## **Activities and Community Service**

- Motivational Speaker, September 2007 – Present
- Created & facilitated the “Loving Me” Workshop for Girls, July 2010 & June 2011
- Self-Published Book of Poetry, “Straight to the Heart: Life & Love,” August 2011
- Graduate, Columbia, SC FBI Citizens Academy, June 2010
- Graduate, The Poynter Institute - Producing Newscasts: The Complete Producer Seminar, December 2006

## **Special Skills/Personal Attributes**

- Proficient in non-linear editing
- Multi-task oriented with strong analytical and organizational skills
- Strong ability to make difficult decisions under pressure

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*No Whining Talent*