

# Breana Pitts

Represented by The NWT Group  
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## Experience

***Weekday Morning Traffic Anchor/Reporter, WBZ, Boston, MA***

**July 2016 – Present**

***Main Anchor, KTSM, El Paso, TX***

**October 2014 – July 2016**

- Anchor 5, 6, 6:30 and 10 p.m. newscasts. Includes writing/editing vosots, headlines, anchor packages, teases/cut-ins.
- Work with Executive Producer and News Director to develop leads, show content and story ideas.
- Post to social media 2X a day teasing newscasts, lead stories. Engage and draw viewers via Facebook & Twitter. Implemented using Facebook Live during newscasts—averaging 5,000 additional viewers per newscast. First station in the market to utilize FB Live.
- Anchor live newscasts from the field, including 10 hours of continuous coverage of the Pope's visit to Ciudad Juarez, Mexico.
- Represent and promote the station by engaging with the local community, e.g., station appearances, hosting events and volunteering with local organizations.
- Prior to anchoring, worked as MMJ/weekend anchor.
- Notable reports include exposing city workers for abusing parking meters, which led to new citywide parking policy.
- Reporting showed how delayed opening of a major roadway negatively impacted local business. Road was reopened hours following the report.

***News Coordinator, WHDH, Boston, MA***

**April 2013 – September 2014**

- Organized and prioritized assignments for editors.
- Coordinated between multiple departments the changes being made during live newscasts.
- Monitored all video coming in and out of the station.
- Assembled pitches for reporters.

***Host/Reporter, New England Sports Network, Boston, MA***

**April 2012 – September 2014**

- Hosted weekly television program showcasing cultural, sporting and nightlife events in the Greater Boston area.
- Traveled to various locations to conduct interviews and host shows.

## Education

**Suffolk University, Boston, MA**

**May 2012**

Bachelor of Arts, Broadcast Journalism

- Student Reporter internship with New England Cable News (NECN)
- Gathered MOS interviews, edited packages
- Fronted live shots on a weekly basis.
- Studied abroad at Bond University in Gold Coast, Australia

## Skills

- ENPS
- iNEWS
- Edius
- Final Cut Pro
- Aurora

the  
NWT  
group

*No Whining Talent*