

Alexis Smith

Represented by The NWT Group
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TV Experience

Traffic Anchor, KGO, San Francisco, CA

July 2016 – Present

Traffic Anchor, KIRO, Seattle, WA

May 2013 – July 2016

- Successfully assisting Emmy award winning morning show as the only traffic anchor at KIRO, responsible for gathering incident information, building all maps and graphics and delivering on camera reports on deadline, every 10 minutes, during a 3.5 hour Monday-Friday broadcast.
- Distributing information while engaging the audience via social media is a major component of this one-man band position. I excel at creating both traffic related and personal content for all platforms, consistently ranking among top 3 in performance at KIRO and top 5 in the market after only 2.5 years in Seattle.
- And the numbers continue to grow. Twitter- 8,500 followers, 50-80 tweets per day; Facebook- 40K likes driven by 3-5 posts per day; Instagram- 3K+ followers since October, averaging 1-2 posts per day.
- Also, heavily involved in coverage that can extend into afternoon shows such as major road closures, transportation projects, breaking news. Also produce weekly reports from the field and Chopper 7 as needed.

Fill-In News Anchor

- Dedicated to expanding my experience and skills, I volunteered to anchor weekend morning newscasts, subbing in as needed. Now a regular part of the vacation relief rotation. In addition, often co-anchor the weekday webcast which airs from 7-8am while simultaneously covering the traffic beat.

Traffic Reporter, WFAA, Dallas, TX

February 2010 – April 2013

- Used my first on-camera opportunity to focus on mastering green screen presentation, building graphics, and producing and delivering traffic reports for successful Saturday morning Daybreak show.
- Reliable fill-in for weekday traffic anchor. Also helped coordinate and execute content for Saturday show, including cooking segments, interviewing local guests and entertainment news.

Radio Experience

On-Air Host, KISW, Seattle, WA

October 2015 – Present

- Put radio experience to use by networking with top rated station. Host a weekly show and make guest appearances on popular am/pm drive programs.

- Greatly increased my recognition in the market and created excellent cross promotion opportunities for both stations.

Traffic Reporter, Radiate Media, Dallas, TX

February 2010 – May 2013

- Produced and delivered on-air reports for top rated Sports Radio 1310 The Ticket and Top 40 KLIF FM. I maximized my split shift position by also providing on- air content outside of traffic reports for both stations.

Assistant Program Director/Music Director/On-Air Host, KDBN, Dallas, TX Sept. 2006 – Sept. 2009

- Managed part time staff, scheduled music, planned station events, hosted midday show. Multitasked with a large role planning and executing both on and off air station content.

On-Air Talent, KISS, San Antonio, TX

June 2004 – September 2006

- Midday show host M-F. Music and personality driven timeslot, connected with listeners, while providing office friendly content. Assisted production staff with imaging, wrote/voiced commercials. Represented station at concerts, appearances, community events.

On-Air Talent, WRKR, Kalamazoo, MI

January 2004 – June 2005

- Used my first on-air opportunity to master operating studio, both technically and on the air. Midday show host M-F. Edited station website, produced imaging and commercials for station.

Drew and Mike Show Intern, WRIF, Detroit, MI

September 2003 – May 2004

- Edited on-air sports, news, audio drops; screened calls, assisted show producers. Learned from some of the best in the business how to be engaging and entertaining on the air.

Education

University of Michigan, Ann Arbor, MI

August 2000 – April 2004

- Bachelor's Degree in Communications
- Focused on the effects of mass media and writing courses
- Balanced school and building career with an internship my junior and senior years. Landed first on-air position during my final semester.