

Rachel Pierce

Anchor/Reporter

Represented By The NWT Group 817-987-3600 CarolynKane@NWTgroup.com

EXPERIENCE:

WBBH NBC2, Fort Myers, FL

August 2014 – Present

Morning Anchor

- Anchor 4:30am-7am, Today Show cut-ins, anchor for substation newscasts, anchor for WAV 101.1 news briefs
- Broke viral and exclusive stories
- Known at work as the “mom social media queen” getting many demo stories from various popular Facebook groups where I have a huge following.
- Emcee for many big local events including Ronald McDonald House Charities “Storybook Ball”, The Lighthouse for the Blind “Dining in the Dark” rodeo, Mighty Mike Foundations Gala and more.

WOI-TV ABC5, Des Moines, IA

July 2008 – August 2014

Main Anchor, 5 PM, 6 PM and 10 PM newscasts

- Extensive election coverage, including hosting the two-hour post Republican presidential candidate debate show.
- Went to Los Angeles twice and created six (6) behind the scenes pieces on *Dancing With the Stars* and *Entertainment Tonight*.
- Part of the news team that participated in two skits with Stephen Colbert on *The Colbert Report*. Script and direction provided by their staff.
- Responsible for “One Classroom at a Time” franchise which awards a one thousand dollar grant for a special project each month to a local teacher selected by a business panel.
- Emcee for all station-sponsored events including but not limited to Bras for a Cause, Light the Night for Sight, Chili Cook-off for the Leukemia Lymphoma Society, Making Strides Against Breast Cancer Walk, Taste of Southside Des Moines, Salvation Army, and Iowa State Fair.
- Reached out to viewers daily via news station blog, Facebook and Twitter pages.

WOWT Channel Six News, Omaha, NE

June 2006-June 2008

Weekend Morning Anchor, 7 - 9 AM newscasts

- Consumer Reports Reporter
- Weekday Reporter
- Fill-in Anchor for all newscasts
- Host of Heartland Focus. Booked guests and selected topics timely to the Omaha market for this regular Saturday afternoon half-hour show.

WQOW TV-18, Eau Claire, WI

January 2004-June 2006

Morning Anchor, Daybreak News, 5-7 AM

- Fill-in Anchor, 5 PM news and weekend news reports.
- Assisted in news show production. Booked up to three guests for daily satellite and/or in-studio interviews. Arranged live shots for morning reporters.
- Hosted regular feature packages including *Pet of the Day* segment filmed area Humane Associations which selected one animal featured every Thursday in the evening news.

British Broadcasting Company, Washington, DC

April thru September 2003

Summer Internship

KFOR News Channel 4, Oklahoma City, OK

May thru September 2002

Summer Internship

EDUCATION:

Oklahoma City University, Oklahoma City, OK

December 2003

B.A., Mass Communications with Broadcasting Emphasis, GPA: 3.80

Awards: Leadership Institute Scholarship, University Scholarship, National Journalism Center Scholarship, Varsity Golf Scholarship

COMMUNITY SERVICE:

- **SWFL Supportive Moms.** Started my own charity. We provide huge food distributions to moms in need once a month and serve usually around 1,200 people each distribution.