

Danielle Avitable

Represented by The NWT Group
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Experience

Anchor/Reporter, WFOX/WJAX, Jacksonville, FL

March 2016 – Present

- Pitch at least three enterprise stories per day
- Use social media and Amazon Alexa to engage viewers
- Active live shots, process storytelling and radio hits
- Write stories within ENPS
- Establish sources within the community
- Fill-in Anchor for weekday and weekend morning and evening shifts
- Edward R. Murrow Award 2016

Weekend Evening Anchor/MMJ, WJTV, Jackson, MS

April 2014 – February 2016

- Anchored news brief on the CW
- Fill-in Morning Anchor
- Created weekend assignment lists for reporters and assisted in preparing shows
- Sent out app pushes for breaking news stories
- Posted content to station website
- Edited on Edius, shot stories and wrote stories within ENPS
- Enterprised news stories and daily field reporter

MMJ, WJTV, Jackson, MS

October 2013 – April 2014

- Reported and wrote to capture visual content
- Edited on Edius
- Fill-in anchor
- Used social media to engage viewers

Morning Anchor/Reporter, WXVT, Greenville, MS

August 2012 – October 2013

- Produced and anchored hour and a half morning newscast
- Booked guests for morning show
- Conducted live interviews on morning show and in-studio
- Daily enterprise reporter
- Edited on Adobe Premiere, shot stories and wrote stories within ENPS
- Established social media presence
- Fill-in anchor for the 5, 6, 10 and weekend newscasts

Video Commentator, FSU College of Medicine, Tallahassee, FL **June 2012**

- Statewide video to teach people how to facilitate “quit and be free” classes

Weekend Anchor, University Update-WFSU, Tallahassee, FL **January 2012 – April 2012**

Education

Florida State University, Tallahassee, FL **2012**

Bachelor of Science, Media/Communications Studies

Florida A&M University, Tallahassee, FL **2011**

Journalism Minor

Skills

- Proficient in Twitter, Facebook, Stratus, Adobe Audition, Adobe Premiere, ENPS, iMovie, Adobe Acrobat, Adobe Soundbooth, Aurora, ENPS, iNews, Edius, Precis, Final Cut Pro, Microsoft Publisher, Microsoft FrontPage, Windows and Mac systems, AP style, APA style, and MLA style.

Awards

- Edward R. Murrow Award 2016 Overall Excellence, Action News Jax
- First Place 2016 Mississippi AP Best General News Story
- First Place 2016 Mississippi AP Best Feature Story
- Selected to attend the National Journalism Convention in New York City

Philanthropy

- Created “Caring for Mississippi” Rescue Week, which is a partnership between animal shelters and WJTV that happens once a month to help get shelter animals adopted.