

Bill Young

Represented by: The NWT Group
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BROADCAST EXPERIENCE

WAAY-TV, Huntsville, Alabama

Primary Morning Anchor

Primary Evening Anchor

- Guide editorial content, and write newscasts
- Report and produce packages for sweeps
- Produce content for social media

Sept 2017 – Present
Dec 2015 – Sept 2017

KOKH-TV, Oklahoma City, Oklahoma

Morning Anchor

- Guide editorial content, and write show
- Push content on social media, engaging viewers all morning
- Regularly requested for public appearances

Dec 2012 – Dec 2015

KFOX-TV, El Paso, Texas

Morning Anchor

- Co-Anchor of an Emmy nominated three hour news block concentrating on hard, breaking news. Help develop content for the newscast beginning five hours before going on air. Generate original content for social media platforms and KFOXTV.com. Report from breaking news as assigned. Develop and execute original story ideas for monthly special assignments primarily focused on consumer-centered reporting.

Jan 2010 – Dec 2012

KWTX-TV, Waco, Texas

Morning/Noon Anchor

- Anchor the highest rated morning and noon newscasts in Central Texas. Work with promotions and advertising departments to create successful in-show campaigns designed to increase viewership and drive viewers to our web site. Work very closely with community organizations and charities to positively promote the "On Your Side" brand of KWTX-TV. Write copy for broadcast and for the web. Maintain daily blog and interact with viewers through social networking sites.

May 2004 - May 2009

KOKH-TV, Oklahoma City, Oklahoma

Fill-In Reporter/News Assistant

- Generate story ideas for myself and for other reporters. Work with various community leaders and public information officers to generate story leads and build the FOX25 brand. Write copy for broadcast.

May 2003 - May 2004

Gateway Star Publications, Pittsburgh, Pennsylvania

Staff Writer/Reporter

- Staff Writer for publishing company, working for seven regional newspapers with circulations between 8,000 and 28,000 per week. Work with various community organizations and leaders to generate story ideas and develop strong contacts.

Oct 2000 - Jan 2002

MARKETING EXPERIENCE

Montgomery James Marketing, Dallas, Texas

Multimedia Marketing Consultant

- Implement marketing plans including branding, advertising, special events, social media, broadcast media, and broadcast communications to facilitate marketing of the client and to increase the client's base of referrals. Rely on experience and judgment to plan and accomplish goals. Generally work independently, under general supervision. Work with executives and key decision makers to determine the company's goals for new business and develop marketing strategies to meet this plan.

Nov 2009 - Jan 2010

BioHealth of Texas, Dallas and Tyler, Texas**May 2009 - Oct 2009**

Sales and Marketing Manager

- Design and implement a successful advertising campaign for a growing medical company in North and East Texas. The campaign has driven sales revenue up by as much as 90% in certain offices. Work directly with members of the media to raise awareness of our company. Work with various local community organizations to promote our company to the public. Oversee day-to-day operations of facilities in Dallas and Tyler, directly managing a staff of four.

TECHNOLOGY SKILLS

MS Power Point

MS Word

MS Excel Spreadsheet

MS Windows Operating System

Avid News Cutter

Quantel Digital Editing Software

iNews

EDUCATION

Oklahoma City University

BA Program Broadcasting

2004

VOLUNTEER WORK

Chairman	American Cancer Society Purple Party Fundraiser
Chairman	AJ Moore Academy Scholarship Foundation
Co-Chairman	Publicity, Susan G. Komen Race for the Cure
Committee Member	Marketing Committee, Historic Waco Foundation
Committee Member	Back Porch Club, Heart of Texas Fair and Rodeo
Spokesperson	BMW Ultimate Drive benefiting the Susan G Komen Foundation
Volunteer	American Cancer Society Relay for Life

VOLUNTEER AWARDS

2007 Friend of the American Cancer Society Award

2008 New Volunteer of the Year at the Heart of Texas Fair and Rodeo