

Kasey Cunningham

Represented by The NWT Group
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Experience

General Assignment Reporter, WRAL, Raleigh, NC

March 2018 – Present

- Pitch, enterprise, write, and produce stories for multiple daily deadlines and newscasts for the 24th largest television market in the United States
- Present active live shots, teases, creative stand-ups to bring viewers to scene
- Create engaging social media content to promote evening newscasts and grow station ratings
- Cultivate relationships and sources that lead to exclusive lead stories and breaking news tips
- Strategize digital and television content to reach key demographic; ages 25-54

KEY ACCOMPLISHMENTS:

- Market leader in social media engagement, including Facebook lives from WRAL branded page and selected to lead station's social media coverage during major news events
- Reported part of 75 hours of continuous coverage during Hurricane Florence including live, up to the minute social media reporting that helped viewers remain safe during the catastrophic weather event.

Reporter/Multimedia Journalist, WAVE, Louisville, KY

March 2015 – March 2018

- Shot, wrote, edited, reported as a one-woman band. Enterprised exclusive story pitches for day-turn deadlines to help grow the 11 p.m. newscast from third to a competitive number two
- Developed contacts and sources giving the station an edge or exclusive angle on stories for 11 p.m. newscast
- Wrote timely and urgent new stories for web with "digital first" mindset to provide unique content to platform
- Utilized social media platforms (Facebook, Twitter, Instagram, Facebook Live) to tease story, break exclusive updates and garner audience for TV story (up to 600,000 video views on Facebook, close to 4,000 shares on high traffic posts)

KEY ACCOMPLISHMENTS:

- Launched "Beyond TV" Podcast interviewing the WAVE 3 News Team about memorable stories and getting their start in broadcast
- Awarded Kentucky News Photographers Association Solo Video Journalist of the Year 2nd place, awarded a regional Emmy nomination for Human Interest story, awarded the Kentucky Associated Press for 3rd place Best Multimedia Journalist, awarded Kentucky News Photographers Association Writing 2nd place.

Multimedia Journalist, WECT, Wilmington, NC

September 2013 – February 2015

- Shot, wrote, edited and reported as one-woman band
- Enterprised lead stories for two different networks, FOX Wilmington at 10 and WECT News at 11
- Operated LiveU technology for engaging, self-run live shots

KEY ACCOMPLISHMENTS:

- Newsroom leader for story pitches, tips, sources and exclusive stories leading the 10 p.m. and 11 p.m. news

Education

Shippensburg University

May 2011

Bachelor of Science: Communications and Journalism, Emphasis in Electronic Media

Skills

- Create text over graphic, raw video teases and vlog behind the scenes YouTube content to engage viewers with Instagram, YouTube, Facebook and Twitter. Edius, AP ENPS, iMovie, JVC Camera, Apple Podcasts, Adobe Audition, Final Cut X, Canva, Lightroom, YouTube Creator Studio, Seinhesiser audio equipment