

Vanessa Araiza

Represented by The NWT Group
817.987.3600 CarolynKane@NWTgroup.com



Experience

Reporter/Anchor, WKMG, Orlando, FL

August 2016 – Present

- Enterprise lead stories
- Cultivated news sources and created close relationship with community and sources
- Produce content for multi platforms
- Primary fill-in anchor for all shows

Anchor/Reporter, WBRC, Birmingham, AL

October 2011 – August 2016

- Anchored 90 minute evening weekend newscasts and main weekday fill-in anchor
- Cultivated news sources and created close relationship with community leaders and members
- Shot, wrote, and edited stories and packages that aired on various platforms
- Utilized social media to promote news coverage and increase viewership ratings

Anchor/Reporter, WTVY, Dothan, AL

September 2007 – October 2011

- Anchored weekend newscasts and main fill-in anchor for all weekday newscast
- Collaborated with producer to create fast-paced and informative news copy
- Crafted compelling and interesting headlines and teases for newscast
- Continually generated story ideas for five counties in Alabama, including coverage in FL & GA

Production Assistant/Field Producer, WEAR, Pensacola, FL

May 2005 – September 2007

- Wrote and updated breaking news copy for the anchors and WEAR Website
- Field Produced breaking news and enterprise stories
- Operated studio and control room equipment for daily newscasts

Education

University of West Florida, Pensacola, FL

May 2007

Bachelor of Communications – Specialization in Broadcast Journalism

Awards/Associations

- Associated Press – Best Specialized Reporter
- National Association of Hispanic Journalists
- Rotary Club of Birmingham
- Chrysalis Home for Girls
- Magic Moments Junior Board Member