

Erin Christiansen

Represented by The NWT Group
817.987.3600 DavidChristopher@NWTgroup.com



Experience

Chief Meteorologist, WPEC/WTVX, West Palm Beach, FL

2018 – Present

Holds full accountability for live forecast for the 3, 5, 5:30, 6, 10 and 11 weekday newscasts. Provides 10 daily forecasts to four different radio partners. Maintains daily forecast on station's website and authors the Sun Sentinel's daily forecast. Manages personnel schedules, vacation, time-off requests and coverage for six meteorologists.

- Consistently earns “Highest of all Broadcast Meteorologists” ranking in the West Palm Beach market, for social media interactions, according to weekly CrowdTangle data reports.
- Achieved 20% and 18% increases in station Facebook and Twitter followers in just 14 months, by maintaining multiple daily social media posts including video engage posts, Twitter, Instagram and Facebook live reports.
- Earned “#3 Google Search” ranking of word 'hurricane' between the end of August and early September and officially recognized for providing for nearly three days of continuous and life-saving on-air coverage during Hurricane Dorian.
- In just eight days of intense training, coaching and shadowing, met targeted succession planning and backup personnel objectives by quickly training a reporter as an emergency back-up weather anchor.
- Officially recognized amongst CrowdTangle, as the “#1 Breaking Weather Information” status, by streamlining master control, news and production process coordination and by authoring/implementing the first severe weather coverage, crawl and cut-in policies.
- Successfully sourced in just six days of launch, by personally facilitating a nationwide search and hire of a new meteorologist.
- Quickly and efficiently changed out all weather graphics with new Sinclair branding/graphics package early 2019.
- Personally delivered \$10,000 in cost savings by voluntarily working 40 days straight.

Chief Meteorologist, KGUN/KWBA, Tucson, AZ

2006 – 2018

Develops and delivers weather forecasts and anchors 5pm, 6pm, 9pm and 10pm newscasts. Builds WSI, AccuWeather and Weather Central graphics. Posts digital content including daily website, email and social media forecasts.

- Drove station's social media traffic improvement 25% in Facebook likes and 20% in shares.
- Increased website traffic 40% by writing engaging weather stories daily.
- Improved station's ratings 35% in key demographic of women 25-54.
- Boosted sales revenue \$400,000 in three months through “Erin Said You Would Win” / “Erin Said It Would” campaigns.
- Researched and wrote three award-winning one-hour monsoon specials earning \$50,000 in non-traditional revenue.
- Manage weather team, oversee schedules and have trained 12 back-up weather persons.
- Installed and maintained AccuWeather and WSI weather graphics systems for a seamless on-air transition.
- Guided weather team in wall-to-wall coverage of monsoon flooding events and snow event keeping viewers safe.
- Saved 10,000 homeless pets with “Critter Countdown” campaign, local adoption events and adoption live shots.
- Raised \$60,000 for local charities through single-handedly planning and designing Halloween events.

Radio Meteorologist, KQTH/KMXZ/KTGV, Tucson, AZ 2006 – 2018

Write and announce daily forecasts for morning, afternoon and evening broadcasts.

- Grew 104.1 FM KQTH The Truth's James T Harris show by 25% making it the #1 talk show in the market.

Evening Meteorologist, KIVI/KSAW/KNIN, Boise ID (from Tucson, AZ) 2010

Forecasted, built graphics and anchored 5pm, 6pm, 9pm and 10pm newscasts.

- Saved Journal \$75,000 annually by taking on this added role.
- Met extremely tight deadlines to take over Boise operations importing graphics, building rundowns, working out broadcast logistics.

Morning News Anchor, KOLD, Tucson, AZ 2003 – 2006

Anchored early morning newscasts. Handled in-studio and satellite interviews.

- Grew ratings from #3 to #1 in the morning in key women 25-54 demographic.
- Booked, wrote, conducted both in-studio and satellite interviews for each two-hour newscast.

Morning & Noon Meteorologist, KOLD, Tucson, AZ 2003 – 2006

Forecasted, built WSI graphics and anchored 5am-7am and Noon newscasts. Posted website content and sent email alerts daily.

- Grew ratings from #2 to #1 in the noon market in key women 25-54 demographic three years in a row.

Weekend Meteorologist/Reporter, KOLD, Tucson, AZ 2000 – 2003

Anchored 5pm and 10pm weekend newscasts. Reported on general assignment and consumer stories during the week, including live shots. Handled weather forecasts. Built WSI and Weather Central graphics.

- Exposed Arizona Portland Cement's air pollution violations that were causing health issues for employees and nearby residents.
- Extensively covered heart-breaking triple-murder of mother and children at Menlo Apartments for tire rims.

Account Executive, KOLD, Tucson, AZ 1997 – 2000

Prospected leads, called on clients and generated advertising proposals and orders.

- Landed \$50,000 Purofirst Restoration account, largest new business deal by an entry-level executive at the time.
- Sold and hosted 30 minute Christmas Shoppe holiday sales driven program, brought in \$30,000 of non-traditional revenue.

Education**Mississippi State University, Starkville, MS**

Broadcast Meteorologist Program

Illinois State University, Normal, IL

Bachelor of Science, Mass Communication/Broadcasting

Tucson National Weather Service

Monsoon Safety Class

National Weather Service

Dust Storm Safety Workshop

Barron Radar Systems

Dual-Pole Radar short course

Associations/Awards & Recognition

- **National Weather Association:** Member
- **American Meteorological Society:** Member
- **National Academy of Television Arts & Sciences:** Two Emmy Awards, Rocky Mountain Region; Four Nominations
- **CrowdTangle Data Reports:** “Highest of all Broadcast Meteorologists” ranking in the West Palm Beach market.
- **Associated Press:** Award for News Writing, Arizona
- **Tucson Weekly:** Best Weather Person (three consecutive years)
- **Arizona Daily Star:** Readers' Choice Award
- **Dancing With Our Stars:** Foxtrot Champion
- **Miss American Coed Illinois:** Miss Illinois; Winner, Modeling Competition; Winner, Speech Competition