



# Alexis Smith

Represented by **The NWT Group**

[CarolynKane@NWTgroup.com](mailto:CarolynKane@NWTgroup.com)

817-987-3600

<https://NWTgroup.com/client/alexissmith>

## EXPERIENCE

### **KGO, San Francisco, CA**

July 2016 – Present

**Traffic Anchor**

### **KIRO, Seattle, WA**

May 2013 – July 2016

**Traffic Anchor**

- Successfully assisted Emmy award winning morning show as the only traffic anchor at KIRO
- Responsible for gathering incident information, building all maps and graphics and delivering on camera reports on deadline, every 10 minutes, during a 3.5 hour Monday-Friday broadcast
- Distributed information while engaging the audience via social media; excelled at creating both traffic related and personal content for all platforms, consistently ranking among top 3 in performance at KIRO and top 5 in the market after only 2.5 years in Seattle
- Heavily involved in coverage that extended into afternoon shows such as major road closures, transportation projects, breaking news
- Produced weekly reports from the field and Chopper 7 as needed  
Fill-In News Anchor
- Often co-anchored the weekday webcast which aired from 7-8am while simultaneously covering the traffic beat

### **WFAA, Dallas, TX**

February 2010 – April 2013

**Traffic Reporter**

- Mastered green screen presentation, building graphics, and producing and delivering traffic reports for successful Saturday morning Daybreak show
- Reliable fill-in for weekday traffic anchor.
- Helped coordinate and execute content for Saturday show, including cooking segments, interviewing local guests and entertainment news

### **KISW, Seattle, WA**

October 2015 – July 2016

**On-Air Host**

- Hosted a weekly show and made guest appearances on popular am/pm drive programs
- Greatly increased my recognition in the market and created excellent cross promotion opportunities for both stations

### **Radiate Media, Dallas, TX**

February 2010 – May 2013

**Traffic Reporter**

- Produced and delivered on-air reports for top rated Sports Radio 1310 The Ticket and Top 40 KLIF FM
- Maximized my split shift position by also providing on-air content outside of traffic reports for both stations

### **KDBN, Dallas, TX**

Sept 2006 – Sept 2009

**Assistant Program Director/  
Music Director/On-Air Host**

- Managed part time staff, scheduled music, planned station events, hosted midday show
- Multitasked with a large role planning and executing both on and off air station content

### **KISS, San Antonio, TX**

June 2004 – September 2006

**On-Air Talent**

## Education

University of Michigan

Ann Arbor, MI

August 2000 – April 2004

Bachelor's Degree in  
Communications

- Focused on the effects of mass media and writing courses
- Balanced school and building career with an internship my junior and senior years
- Landed first on-air position during my final semester

## Social Media



@ThatAlexisSmith  
10K followers