



Hollani Davis



Represented by **The NWT Group**

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

EXPERIENCE

WPTV, West Palm Beach, FL

Weekday Morning Anchor

2020 — Present

2014 — 2020

Anchor/Reporter

- News anchor for 2 hour WFLX Fox 29 morning show and 1 hour 11am news on WPTV NBC
- Traffic anchor on WPTV NBC morning show 4:30-7am
- Part of the news anchor team that double household ratings of the Fox29 Morning News opposite 'GMA', 'The Today Show' and 'CBS Morning News
- Helped launch and grow viewership and win time slot for 'Today on 5 at 11'
- Help producers find fresh content for two-hour newscast using contacts and social media
- Write teases and tosses for newscasts
- Newsroom leader in interacting with viewers on social media during live broadcasts to create a conversational and inclusive feel
- Book guests and write interview segments for 11am newscast
- Write Cut-in's vo's, vo/sots, teases and tosses for 11am newscast
- Primary fill-in Anchor for 'Today on 5' 4:30am – 7am
- Anchor and coordinate all Breaking Traffic News with producers, helicopter reporter and reporters
- Determine assignment/reporter placement during Breaking Traffic
- Create fresh graphics daily to display road conditions
- Have tripled stations Traffic Twitter Account, beating competitors
- Lead Facebook Live during Breaking Traffic and tweet updates

WDBJ, Roanoke, VA

Evening Anchor/Reporter

2010 – 2014

- Helped take 11pm ratings in households to 8.4 (May 2012) from 6.8 (May 2010)
- Boosted ratings within stations demo for fledging 10pm Newscast on My19
- Oversaw content for late newscasts by generating enterprise stories
- Assisted with script approval and worked with producers to stack late newscasts
- Responsible for writing promo's and working with production department to make sure they were shot differently to capture viewers interest during primetime shows
- Hosted Political Sunday Show during election cycles
- Turned packages and VO/SOT's weekly with multiple angles and reported live during 5PM and 6PM Newscasts
- Enterprised ideas and turned in-depth stories for Sweeps

WDBJ, Roanoke, VA

Weekend Anchor/Reporter

2006 — 2010

- Fill-in Anchor for weekday noon, 5pm, 6pm, 10pm and 11pm newscasts
- Enterprised packages and VO/SOT's with multiple angles for weekday newscasts
- Live reporting with Microwave and Satellite live shots, also LiveU backpack shots
- Established and worked contacts and sources within station's 26 county market
- Experience with non-linear editing

EDUCATION

Hampton University, Scripps Howard School of Journalism and Communications

2003

Bachelor of Arts, Broadcast Journalism. Summa Cum Laude

Poynter Institute, St. Petersburg, FL

- Leadership for TV News Anchors Week Long Training 2009
- Investigative Reporting Training 2013

Awards

- **2012 Co-anchored Emmy**
Best Early Evening Newscast
- **2012 Co-anchored Emmy**
Best Evening Newscast
- **2011 Virginia Association of Broadcasters**
Co-Anchored for Best Spot News Coverage
- **2008 Regional Emmy**
Best Weekend Newscast
- **Southern Christian Leadership Conference Award**
Producing stories highlighting racial injustice
- **2008 NAACP Person of the Year in Media**

Activities and Interest

- National Association of Black Journalists
- Boys and Girls Club of Roanoke
- Executive Board for HIV/AIDS Stigma Reduction Roanoke
- Big Brothers Big Sisters of Abilene 2004-2006

Social Media



HollaniDavis



@HollaniDavis
12K followers



@HDavisWPTV
2.6K followers