



# Lauren Coleman



Represented by **The NWT Group**  
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<https://NWTgroup.com/client/laurencoleman>

## EXPERIENCE

### WFMY, Greensboro, NC

Anchor/Reporter

March 2021 — Present

- Anchor for the "4 to 5" and the 5pm newscasts
- Primary Anchor Fill-In on Evening Shows
- MMJ's 3 times a week
- Creates "My 2 Cents" segments twice a week

### WHBQ-TV, Memphis, TN Morning News Anchor and Traffic Anchor

December 2017 — March 2021

- Anchored the 4:30 a.m. and Midday News on Good Morning Memphis
- Produced and delivered traffic reports 5 a.m.-10.am on Good Morning Memphis
- Assisted in writing, copy editing, researching and coordinating news programming
- Delivered interactive live shots for special assignments and events
- Developed and reported franchise and sweeps stories
- Enterprised and broke stories using contacts and sources developed in the community
- Promoted stories on digital platforms using Facebook and Twitter
- Fill-In Anchor for 5 a.m.- 10 a.m. and 5 p.m., 6 p.m., 9 p.m., 10 p.m. newscasts

### WHBQ-TV, Memphis, TN

Reporter

October 2016 — December 2017

- Enterprised and broke stories using contacts and sources developed in the community
- Delivered interactive live shots, breaking news live shots and standups
- Developed and reported sweeps stories
- Promoted stories on digital platforms using Facebook and Twitter

### WDAM-TV, Hattiesburg, MS

Weekend Anchor/MMJ

September 2015 — October 2016

- Enterprised, wrote, shot and edited stories for weekday newscasts using JVC Camera and Edius
- Delivered interactive live shots and standups
- Broke and pitched stories using contact and sources developed in the community
- Produced and anchored weekend evening newscasts

### KARK-TV/KNWA-TV, Washington, D.C.

Bureau Reporter

June 2015 — August 2015

- Enterprised, wrote, shot and edited Capital Hill stories that impact the citizens of Little Rock and Fayetteville, Arkansas using Canon XF305 Camera
- Interviewed Arkansas Senators and Arkansas Members of Congress

## EDUCATION

### Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY

August 2015

M.S. in Broadcast and Digital Journalism

### University of Virginia, College of Arts and Sciences, Charlottesville, VA

May 2014

B.A. in English and African American Studies

## Skills

- Adobe Premiere
- Audacity
- Facebook, Instagram, Twitter

## Awards

- 40 under 40 Most Influential African Americans in the Triad
- 3rd Place Short Light Feature, Tennessee Associated Press Broadcasters & Media Editors 2019
- 2nd Place Franchise Reporting, Mississippi Associated Press Broadcasters & Media Editors 2016

## Social Media



LaurenMColeman



@laurencoleman-WFMY  
19.5K followers



@LaurenColemanTV  
3.1K followers



@lauren\_colemantv  
3.7K followers