



# Alanna Flood



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

## Awards

- Talent of the Year, News 2017

## Skills

- Investigative Research
- Cultivating Sources
- Data Collection
- ENPS and iNews
- Social Media
- Editing on Adobe Premiere ProSkills

## Volunteer

- Parents' Club, The Academy of Notre Dame

## Social Media



@alannafloodnews



@alanna.k.flood



@alannaflood



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## EXPERIENCE

### WWLP, Springfield, MA

April 2022 – Present

**Anchor/Reporter**

- Investigative reporter for the I-Team
- Anchor and produce weekend evening newscasts
- Anchor 5pm and report during the week
- Generates idea for coverage
- Cultivates sources
- Represents station at community events

April 2019 – April 2022

**Anchor/Reporter/Producer**

- Anchor of "Mass Appeal," a live, one hour daily show reporting on stories happening in the local and regional community.
- Wrote, produced and presented topical interviews, both in studio and on live shots
- Researched and prepared for interviews
- Developed a network of sources for content and generates compelling segment ideas
- Created rundowns, including scripts and supers
- Produced and edits packages

### LTC News, Lowell, MA

**Anchor**

December 2016 – March 2019

- Anchored an award-winning 30 minute news program LTC News
- Conceptualized, helped produce, write and report news segments
- Live coverage and field reporting during special events

### The Castle Group Inc., Boston, MA

**Account Manager**

2007 – 2008

- Developed national media campaigns for clients
- Reviewed and edited press releases, press kits, reports and account materials
- Managed several account teams
- Pitched national media outlets
- Accompanied clients on domestic press tours
- Worked on new business proposals and presentations

### Regan Communications, Boston, MA

**Deputy Team Leader**

February 2005 – January 2007

- Developed creative publicity strategies on behalf of clients
- Worked thoughtfully with media outlets, pitching and securing coverage
- Coordinated special events, galas, political rallies and launch parties
- Wrote press releases and media materials

### Herald Media, Inc., Needham, MA

**Editor/Reporter**

March 2000 – January 2005

- Assigned stories and edited the content of two weekly newspapers
- Covered breaking news and events
- Wrote 5 - 8 news articles per week
- Worked with editor and photographers on generating story ideas and content
- Cultivated reliable community contacts
- Assisted with layout and editing

## EDUCATION

### Syracuse University, Syracuse, NY

Speech Communications