



Lauren Coleman



Represented by **The NWT Group**

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

EXPERIENCE

WFMY, Greensboro, NC

Morning Anchor

July 2023 — Present

- Anchor 6.5 hours of morning news, including 3 hours on streaming platforms
- Report on Big Issues in the community
- Fill-In on the desk for all day parts
- Deliver radio news briefs
- Create daily vertical videos
- Host, produce, write, and report streaming lifestyle show

March 2021 — July 2023

Anchor/Reporter

- 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/
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
- Enterprise 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

- Enterprise 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

- Enterprise, 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

- Enterprise, 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
- Edius
- 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



Lauren M Coleman



@laurencolemanWFMY
43K followers



@LaurenColemanTV
3K followers



@lauren_colemantv
4.3K followers