# Highlights

* 2-Time Emmy Award winning morning traffic anchor (2018, 2019)
* Successfully launched local lifestyle show “12 About Town Today” focusing on community, food and travel
* Expert in creating digital content across multiple platforms and increasing audience engagement

# Experience

## Host, 12 About Town Today September 2018- Present

* Interview guests during live half-hour show, both in studio and on-location
* Schedule and create daily segments and weekly franchises, such as “Local Music Monday” and “Taste Test Tuesday”
* Interact with viewers on social media during live broadcast on Facebook, Instagram and Twitter

## Traffic Anchor, NBC12 September 2016- Present

* Actively sharing traffic information and updates on all social platforms (Twitter, Instagram & Facebook) including live streaming breaking traffic
* Monitor minute-by-minute updates on WSI software and create graphics using real time traffic information
* Incorporate the Waze App and viewer comments/pictures in traffic reports daily
* Developed “What’s Driving You Crazy” segment to answer viewers questions about problems on the road

## Producer, Reporter, 12 About Town January 2015 - 2018

* Creating content to enhance the station’s digital media presence with food, travel and lifestyle content.
* Produce and edit unique and fun entertainment/lifestyle/feature packages weekly
* Help manage the 12 About Town blog

## Digital Content Producer, NBC12.com April 2015- September 2016

* Publish content to digital platforms, including nbc12.com, mobile apps, and social media networks
* Ability to gather news from a variety of sources to create new, fresh content for web and What’s Trending Segment during 12 News Today
* Created “NBC12 School Takeover” to highlight students and staff in live segment (similar to a pep rally) during 12 News Today

# Education

## Virginia Commonwealth University 2010-2014

Bachelor’s Degree of Science: Mass Communications/Broadcast Journalism

#  Reference

1. Andrew Freiden/Mentor/Meteorologist/NBC12/(804) 814-7447
2. Andrina Cason/Executive Producer (Morning Show)/NBC12/(804) 269-1916
3. Frank Jones/News Director/NBC12/(804) 230-2509