

# Vanessa Araiza

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## EXPERIENCE:

### **Anchor/Reporter WBRC-Fox6**

**Oct 2011- present**

Birmingham, AL

- Anchor 90 minute evening weekend newscasts and main weekday fill-in anchor
- Cultivate news sources and create close relationship with community leaders and members
- Shoot, write, and edit stories and packages that air on various platforms
- Utilize social media to promote news coverage and increase viewership ratings

### **WTVY-TV Dothan, AL Anchor/Reporter**

**Sept. 2007 – Oct. 2011**

- Anchored weekend newscasts and main fill-in anchor for all weekday newscast
- Collaborated with producer to create fast-paced and informative news copy
- Crafted compelling and interesting headlines and teases for newscast
- Continually generated story ideas for five counties in Alabama, including coverage in FL & GA

### **WEAR-TV Pensacola, FL Production Asst/Field Producer**

**May 2005 – Sept. 2007**

- Wrote and updated breaking news copy for the anchors and WEAR Website
- Field Produced breaking news and enterprise stories
- Operated studio and control room equipment for daily newscasts

## SKILLS:

- Knowledge in linear and non-linear editing systems – Avid, Adobe Premier, Edius
- Proficient with DVC Pro and P2 Cameras
- I-News, AP, ENPS
- Able to post on-line content including stories and video - World Now, Clickability

## EDUCATION:

May 2007 Pensacola, FL

University of West Florida Bachelor of Communications – Specialization in Broadcast Journalism

## AWARDS/ASSOCIATIONS:

- Associated Press – Best Specialized Reporter
- National Association of Hispanic Journalists
- Rotary Club of Birmingham
- Chrysalis Home for Girls
- Magic Moments Junior Board Member