

Bill Young

Represented by: The NWT Group
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BROADCAST EXPERIENCE

KOKH-TV, Oklahoma City, Oklahoma
Morning Anchor

Dec 2012 – Present

KFOX-TV, El Paso, Texas
Morning Anchor

Jan 2010 – Dec 2012

Co-Anchor of an Emmy nominated three hour news block concentrating on hard, breaking news. Help develop content for the newscast beginning five hours before going on air. Generate original content for social media platforms and KFOXTV.com. Report from breaking news as assigned. Develop and execute original story ideas for monthly special assignments primarily focused on consumer-centered reporting.

KWTX-TV, Waco, Texas
Morning/Noon Anchor

May 2004 - May 2009

Anchor the highest rated morning and noon newscasts in Central Texas. Work with promotions and advertising departments to create successful in-show campaigns designed to increase viewership and drive viewers to our web site. Work very closely with community organizations and charities to positively promote the "On Your Side" brand of KWTX-TV. Write copy for broadcast and for the web. Maintain daily blog and interact with viewers through social networking sites.

KOKH-TV, Oklahoma City, Oklahoma
Fill-In Reporter/News Assistant

May 2003 - May 2004

Generate story ideas for myself and for other reporters. Work with various community leaders and public information officers to generate story leads and build the FOX25 brand. Write copy for broadcast.

Gateway Star Publications, Pittsburgh, Pennsylvania
Staff Writer/Reporter

Oct 2000 - Jan 2002

Staff Writer for publishing company, working for seven regional newspapers with circulations between 8,000 and 28,000 per week. Work with various community organizations and leaders to generate story ideas and develop strong contacts.

MARKETING EXPERIENCE

Montgomery James Marketing, Dallas, Texas
Multimedia Marketing Consultant

Nov 2009 - Present

Implement marketing plans including branding, advertising, special events, social media, broadcast media, and broadcast communications to facilitate marketing of the client and to increase the client's base of referrals. Rely on experience and judgment to plan and accomplish goals. Generally work independently, under general supervision. Work with executives and key decision makers to determine the company's goals for new business and develop marketing strategies to meet this plan.

BioHealth of Texas, Dallas and Tyler, Texas
Sales and Marketing Manager

May 2009 - Oct 2009

Design and implement a successful advertising campaign for a growing medical company in North and East Texas. The campaign has driven sales revenue up by as much as 90% in certain offices. Work directly with members of the media to raise awareness of our company. Work with various local community organizations to promote our company to the public. Oversee day-to-day operations of facilities in Dallas and Tyler, directly managing a staff of four.

TECHNOLOGY SKILLS

MS Power Point
MS Word
MS Excel Spreadsheet
MS Windows Operating System
Avid News Cutter
Quantel Digital Editing Software
iNews

EDUCATION

Oklahoma City University
BA Program Broadcasting
2004

VOLUNTEER WORK

Chairman	American Cancer Society Purple Party Fundraiser
Chairman	AJ Moore Academy Scholarship Foundation
Co-Chairman	Publicity, Susan G. Komen Race for the Cure
Committee Member	Marketing Committee, Historic Waco Foundation
Committee Member	Back Porch Club, Heart of Texas Fair and Rodeo
Spokesperson	BMW Ultimate Drive benefiting the Susan G Komen Foundation
Volunteer	American Cancer Society Relay for Life

VOLUNTEER AWARDS

2007 Friend of the American Cancer Society Award
2008 New Volunteer of the Year at the Heart of Texas Fair and Rodeo