

# Danielle Avitable

Represented by The NWT Group  
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## Experience

**Reporter/Fill in Anchor, WFOX/WJAX, Jacksonville, FL**

**March 2016 – Present**

- Pitch at least three enterprise stories per day. Often the lead reporter for breaking news.
- Use social media and Amazon Alexa to engage viewers and develop sources.
- Active live shots, process storytelling and voice radio hits.
- Write stories within ENPS.
- Heavy use of Facebook live during anchor segments and while reporting.
- Fill-in Anchor for weekday and weekend morning and evening shifts.

**Weekend Evening Anchor/MMJ, WJTV, Jackson, MS**

**April 2014 – February 2016**

- Anchored news briefs on the CW.
- Fill-in Morning Anchor.
- Created weekend assignment lists for reporters and assisted in preparing shows with producers.
- Sent out app pushes for breaking news stories.
- Posted content to station website.
- Edited on Edius, shot stories and wrote stories within ENPS.
- Enterprised news stories and daily field reporter.

**MMJ, WJTV, Jackson, MS**

**October 2013 – April 2014**

- Daily news MMJ enterprising reporter.
- Edited on Edius.
- Filled in as an anchor on various shows.
- Used social media to engage and capture viewers.

**Morning Anchor/Reporter, WXVT, Greenville, MS**

**August 2012 – October 2013**

- Produced and anchored hour and a half morning newscast.
- Booked guests for the morning show.
- Conducted live interviews on the morning show, in field and in-studio.
- Daily enterprise reporter.
- Edited on Adobe Premiere, shot stories and wrote stories within ENPS.
- Established a social media presence within the market.
- Fill-in anchor for the 5, 6, 10 weekday and weekend newscasts.

***Video Commentator, FSU College of Medicine, Tallahassee, FL***

**June 2012**

- Statewide video to teach people how to facilitate “quit and be free” classes

***Weekend Anchor, University Update-WFSU, Tallahassee, FL***

**January 2012 – April 2012**

## **Education**

**Florida State University, Tallahassee, FL**

**2012**

Bachelor of Science, Media/Communications Studies

**Florida A&M University, Tallahassee, FL**

**2011**

Journalism Minor

## **Skills**

- Proficient in Twitter, Facebook, Stratus, Adobe Audition, Adobe Premiere, ENPS, iMovie, Adobe Acrobat, Adobe Soundbooth, Aurora, ENPS, iNews, Edius, Precis, Final Cut Pro, Microsoft Publisher, Microsoft FrontPage, Windows and Mac systems, AP style, APA style, and MLA style.

## **Awards**

- Edward R. Murrow Award 2017 Overall Excellence, Action News Jax
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- First Place 2016 Mississippi AP Best General News Story
- First Place 2016 Mississippi AP Best Feature Story
- Selected to attend the National Journalism Convention in New York City

## **Philanthropy**

- Created “Caring for Mississippi” Rescue Week, which is a partnership between animal shelters and WJTV that happens once a month to help get shelter animals adopted.