

Brandi Cummings

Represented by The NWT Group
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Experience

Reporter, KCRA, Sacramento, CA

April 2018 – Present

Weekend Evening Anchor/Reporter, WAVY/WVBT, Portsmouth, VA September 2014 – April 2018

- Assist newsroom management in leading a team of 15 weekend staff members.
- Work closely with weekend producers to develop newscast content, to include breaking news coverage.
- Review and approve local stories for air, to include reporter packages.
- Created an email list to streamline communication among weekend team members who work remotely.
- Promoted to Weekend Evening Anchor, March 2016.
- Pitch and deliver enterprise, local stories that frequently lead newscasts.

Adjunct Professor, Hampton University, Hampton, VA

August 2016 – June 2017

- Instructed students of the fundamental skills inherent to journalism and communications through reporting, writing and critical inquiry and analysis of information for dissemination to the public
- News Director for Scripps Howard School of Journalism and Communications television newscasts

Morning Anchor, WTOC, Savannah, GA

September 2011 – June 2014

- Responsible for gathering news and delivering daily radio segments that aired on partner radio stations.
- Developed weekly franchise reports for “Hometown Heroes” and “Top Teachers.”
- Extensive Social Media experience with daily posting to Facebook and Twitter to remain connected to thousands of followers.
- Promoted to solo anchor first half-hour of THE News at Daybreak (4:30am – 5am), January 2012.
- Operated ENPS Newsroom Software and Edius Editing Software.

GA Reporter/Anchor/Host/Producer, WIS, Columbia, SC

September 2007 – September 2011

- Daily pitched and delivered enterprise stories that frequently led newscasts.
- Reported stories that frequently ranked #1 in the number of views on the station’s website.
- Promoted to Saturday Morning Anchor, August 2009.
- Promoted to host and produce, *Awareness*, a weekly community affairs program, October 2008.

Producer, WRDW, Augusta, GA

June 2004 – September 2007

Castling Assistant, MTV—Real World, Atlanta, GA

May 2003

Internships

Abshire Public Relations, Savannah, GA

January 2014 – March 2014

- Conducted a company-wide Social Media audit and developed a detailed Social Media Plan to grow the company's online presence

WAGA, Atlanta, GA

August 2003 – May 2004

- Assisted newscast producers by writing copy for Noon and 5pm newscasts.
- Shadowed reporters and photographers on stories, often conducting interviews and assisting in story composition.

The Weather Channel, Atlanta, GA

May 2003 – July 2003

- Served on a 10 (ten)-member intern team to produce a Promotional Video for the National Academy Foundation
- Aided in the drastic increase of Stringer-submitted video logged in June, due to strong organizational skills and consistency

Atlanta Interfaith Broadcasters, Inc., Atlanta, GA

May 2002 – July 2002

- Acted as a production assistant, working with producers and directors to prepare and distribute scripts, construct props and set dressings and operate studio cameras

Education

Lassell College, Newton, MA

August 2014

Master of Science Degree in Integrated Marketing Communications

Clark Atlanta, Atlanta, GA

May 2004

Bachelor of Arts Degree in Mass Media Arts

Organizations and Affiliations

- Member, National Association of Black Journalists.
- Member, Board of Directors, The First Tee of Savannah, June 2012 – December 2013
- Volunteer Committee Member, Board of Directors, Boys and Girls Clubs of the Coastal Empire, May 2012 – December 2012
- Elected to Board of Directors, South Carolina Campaign to Prevent Teen Pregnancy, July 2011

Honors & Awards

- Douglas Southall Freeman Meritorious Award, Virginia Associated Press, Investigation “Policing Mental Illness,” April 2017
- Meritorious Award for Best Newscast at a Large Market Television Station, Virginia Associated Press, “Hurricane Matthew 11 p.m.,” April 2017
- Winner, NABJ Salute to Excellence Award, Investigation “Police Diversity: Not Just Black and White,” August 2016.
- Selected as Clark Atlanta University’s Office of Alumni Relations, “Alum for the Day,” May 22, 2013.
- Honored with Joint Resolution from South Carolina General Assembly, May 2012.
- 2nd Place Winner, South Carolina Associated Press Broadcasters Award, “Environmental Reporting,” 2011.
- Delivered a story in a Southeast Regional Emmy Nominated Newscast, 2008.
- The Georgia Lottery Corp. and WSB-TV/Channel 2 Clark Atlanta University Scholarship Recipient, February 2004.
- Inducted into Lambda Pi Eta, National Communications Honor Society, February 2003.

Activities and Community Service

- Motivational Speaker, September 2007 – Present
- Created & facilitated the “Loving Me” Workshop for Girls, July 2010 & June 2011
- Self-Published Book of Poetry, “Straight to the Heart: Life & Love,” August 2011
- Graduate, Columbia, SC FBI Citizens Academy, June 2010
- Graduate, The Poynter Institute - Producing Newscasts: The Complete Producer Seminar, December 2006

Special Skills/Personal Attributes

- Proficient in non-linear editing.
- Multi-task oriented with strong analytical and organizational skills.
- Strong ability to make difficult decisions under pressure.
- Strong writing skills, solid news judgment and a strong sense of visual storytelling