

Sasha Loftis

Represented by The NWT Group
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Experience

Weekend Anchor, KLAS, Las Vegas, NV

April 2018 – Present

Traffic Anchor/Fill-in News Anchor/Reporter, KOLD, Tucson, AZ **February 2014 – March 2018**

- Produce and present live traffic reports for KOLD/KMSB weekday mornings
- General Assignment Reporter
- Hispanic Journalist/conversational in Spanish
- Write/Produce/Anchor daily “Right This Minute” segments
- Regularly effort/write/shoot/edit stories and investigative special reports
- Work as a fill-in on the anchor desk on a regular basis
- Host live interview and cooking segments/host weekly pet adoption segments

Assignment Editor/Web Producer, KGUN, Tucson, AZ

October 2013 – February 2014

- Responsible for daily news content, web production, breaking news coverage

Intern, KVOA, Tucson, AZ

January 2012 – October 2013

- Assisted managers, reporters, producers, and photographers with various tasks

Fellow, Meredith-Cronkite Fellowship (KPHO), Phoenix, AZ

January 2013

- One of ten in the country chosen for the program
- Experience with live shot training, shooting, editing and writing under deadline

Education

National Association of Hispanic Journalists Member

The University of Arizona, Tucson, AZ

May 2013

Bachelor of Arts: Broadcast Journalism, Minor: Creative Writing

APTRA Academy Weekend Workshop, Malibu, CA

December 2012

Participated as a reporter in a mock breaking news situation

Skills

- Essential News Production System (ENPS)
- Edius
- Final Cut Pro X, Final Cut Pro 7, Final Cut Express
- WorldNow
- Clickability
- WSI Traffic/Weather
- Velocity ESX
- Weather Radar