

Marissa Perlman

Represented by The NWT Group
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Experience

Evening Anchor/Reporter, WIVB, Buffalo, NY

February 2018 – Present

- Solo Anchor for Weekend 6/10/11- broadcast
- MMJ and lead field reporter for 6pm week-day newscasts
- Main fill-in Anchor for weekday newscasts Monday-Friday
- Responsible for monthly promotable pieces

Morning Anchor/Reporter, WIVB, Buffalo, NY

April 2015 – February 2018

- Solo Anchor for Weekend two-hour broadcast
- MMJ and lead field reporter for 6pm week-day newscasts
- Main fill-in Anchor for morning newscasts Monday-Friday
- Responsible for monthly promotable pieces

Interim News Director, WETM, Elmira/Corning, NY

October 2013 – February 2014

- Held position concurrently with News Anchor responsibilities
- Oversaw November Ratings Period
- Led and trained newsroom staff during HD transition
- Held weekly reporter writing/training meetings
- Daily communication with sales, production, web departments and General Manager
- Responsible for scheduling and employee relations in the newsroom

Evening Anchor, WETM, Elmira/Corning, NY

May 2013 – April 2015

- Solo Anchor/Producer for 5:30PM and 10PM weekly newscasts
- Co-Anchor for 6pm and 11pm weekly newscasts
- Cultivated and maintained relationships with state and local leaders
- Host of weekly 30 minute community affairs program “Community Focus”- Producer and Anchor
- Originated and developed weekly segment, “Twin Tiers Hot Spots,” highlighting area activities; solo shot, edited and produced
- Anchor of “Health Matters” – segment interviewing area doctors on health trends
- Live Field Anchor for primetime newscasts including flooding and Nascar race coverage

- Host/M.C. for area community events including “Susan G. Komen, Twin Tiers, Race For The Cure,” “The Tribute to Women,” and “Jefferson Community Service Awards”
- Cultivated stories online and maintained social media presence

Morning/General Assignment Reporter, WETM, Elmira/Corning, NY **June 2012 – May 2013**

- Responsible for daily live shots in the field and in studio
- Responsible for producing, shooting, and editing daily packages for morning and primetime newscasts
- Shot, wrote and edited stories for air and web; provided up to the minute reports on social media

Education

Syracuse University, S.I. Newhouse School of Public Communications **May 2012**
Bachelor of Arts, Broadcast and Digital Journalism

Awards

- Two-time **Edward R. Murrow Award winner-RTDNA**: Winter Weather Coverage, “Inside the Epidemic”
- **“Best Newscast”**- Lead Reporter for “Remembering Carl Proper “–NYSBA 2012
- **“Best Newscast”**- Live Field Anchor for “Watkins Glen Flooding” – NYSBA 2013
- **“Best Feature” Nomination**-“Tommy Hilfiger,” “Armed and Female” - NYSBA 2013
- **Panelist**-2014 Congressional Debate, 23rd Distric