



Erin Christiansen

Represented by **The NWT Group**

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EXPERIENCE

KOLD, Tucson, AZ

Chief Meteorologist

2020 – Present

WPEC/WTVX, West Palm Beach, FL

Chief Meteorologist

2018 – 2020

- Holds full accountability for live forecast for the 3, 5, 5:30, 6, 10 and 11 weekday newscasts
- Provides 10 daily forecasts to four different radio partners
- Maintains daily forecast on station's website and authors the Sun Sentinel's daily forecast
- Manages personnel schedules, vacation, time-off requests and coverage for six meteorologists
- Consistently earns "Highest of all Broadcast Meteorologists" ranking in the West Palm Beach market, for social media interactions, according to weekly CrowdTangle data reports
- Achieved 20% and 18% increases in station Facebook and Twitter followers in just 14 months, by maintaining multiple daily social media posts including video engage posts, Twitter, Instagram and Facebook live reports
- Earned "#3 Google Search" ranking of word 'hurricane' between the end of August and early September and officially recognized for providing for nearly three days of continuous and life- saving on-air coverage during Hurricane Dorian
- In just eight days of intense training, coaching and shadowing, met targeted succession planning and backup personnel objectives by quickly training a reporter as an emergency back-up weather anchor
- Officially recognized amongst CrowdTangle, as the "#1 Breaking Weather Information" status, by streamlining master control, news and production process coordination and by authoring/implementing the first severe weather coverage, crawl and cut-in policies
- Successfully sourced in just six days of launch, by personally facilitating a nationwide search and hire of a new meteorologist
- Quickly and efficiently changed out all weather graphics with new Sinclair branding/graphics package early 2019
- Personally delivered \$10,000 in cost savings by voluntarily working 40 days straight

KGUN/KWBA, Tucson, AZ

Chief Meteorologist

2006 – 2018

- Develops and delivers weather forecasts and anchors 5pm, 6pm, 9pm and 10pm newscasts
- Builds WSI, AccuWeather and Weather Central graphics
- Posts digital content including daily website, email and social media forecasts
- Drove station's social media traffic improvement 25% in Facebook likes and 20% in shares
- Increased website traffic 40% by writing engaging weather stories daily
- Improved station's ratings 35% in key demographic of women 25-54

Awards & Recognition

- National Academy of Television Arts & Sciences: Two Emmy Awards, Rocky Mountain Region;
- Four Nominations CrowdTangle Data Reports: "Highest of all Broadcast Meteorologists" ranking in the West Palm Beach market
- Associated Press: Award for News Writing, Arizona
- Tucson Weekly: Best Weather Person (three consecutive years)
- Arizona Daily Star: Readers' Choice Award
- Dancing With Our Stars: Foxtrot Champion
- Miss American Coed Illinois: Miss Illinois; Winner, Modeling Competition; Winner, Speech Competition

Education

Mississippi State University,
Starkville, MS
Broadcast Meteorologist Program

Illinois State University, Normal, IL
Bachelor of Science, Mass
Communication/Broadcasting

Tucson National Weather Service
Monsoon Safety Class

National Weather Service
Dust Storm Safety Workshop

Barron Radar Systems
Dual-Pole Radar short course

Associations

- National Weather Association: Member
- American Meteorological Society: Member

Social Media



ErinChristiansen



@ErinChristiansenCBS12
9.7K followers



@ErinSaidItWould
3.7K followers



@erinsaiditwould
1.1K followers

- Boosted sales revenue \$400,000 in three months through “Erin Said You Would Win” / “Erin Said It Would” campaigns
- Researched and wrote three award-winning one-hour monsoon specials earning \$50,000 in non-traditional revenue
- Manage weather team, oversee schedules and have trained 12 back-up weather persons
- Installed and maintained AccuWeather and WSI weather graphics systems for a seamless on-air transition
- Guided weather team in wall-to-wall coverage of monsoon flooding events and snow event keeping viewers safe
- Saved 10,000 homeless pets with “Critter Countdown” campaign, local adoption events and adoption live shots
- Raised \$60,000 for local charities through single-handedly planning and designing Halloween events

KOLD, Tucson, AZ

Morning & Noon Meteorologist

2003 – 2006

- Forecasted, built WSI graphics and anchored 5am-7am and Noon newscasts
- Posted website content and sent email alerts daily
- Grew ratings from #2 to #1 in the noon market in key women 25-54 demographic three years in a row

KOLD, Tucson, AZ

Weekend Meteorologist/Reporter

2000 – 2003

- Anchored 5pm and 10pm weekend newscasts
- Reported on general assignment and consumer stories during the week, including live shots
- Handled weather forecasts
- Built WSI and Weather Central graphics
- Exposed Arizona Portland Cement's air pollution violations that were causing health issues for employees and nearby residents
- Extensively covered heart-breaking triple-murder of mother and children at Menlo Apartments for tire rims

KOLD, Tucson, AZ

Account Executive

1997 – 2000

- Prospected leads, called on clients and generated advertising proposals and orders
- Landed \$50,000 Purofirst Restoration account, largest new business deal by an entry-level executive at the time
- Sold and hosted 30 minute Christmas Shoppe holiday sales driven program, brought in \$30,000 of non-traditional revenue