



Isabel Rosales

Represented by **The NWT Group**

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<https://NWTgroup.com/client/isabelrosales>

EXPERIENCE

WFTS, Tampa, FL

2016 — Present

2019 — Present

Weekend Evening Anchor/Reporter

- Promoted to Anchor/Reporter from Reporter
- Deliver enterprise, lead stories daily
- Work sources to develop lead stories
- Prioritize social media for breaking news
- Member of the station's Editorial Diversity and Inclusion Committee. Tasked with reviewing shows to improve minority representation, review nuisance and language
- Review Spanish work for the station, flagging vulgar language in Spanish and create Spanish PKGs for digital
- Tasked with outreach to minority communities

2018 — 2019

Reporter

- Promoted to Reporter from MMJ/Reporter
- Deliver enterprise, lead stories daily
- Report, write, stories for weekday newscasts live in field and in studio
- Develop strong relationships with local sources
- Fill-in Anchor as needed

2016 — 2018

MMJ/Reporter

- Report, write, shoot and edit stories for weekday newscasts live in field and in studio
- Required to enterprise, lead stories daily
- Develop strong relationships with local sources
- Manage social media feeds and post on station website

WHSV, Harrisonburg, VA

Bilingual Reporter, Weekend

2014 –2016

Anchor/Producer

- Produce, solo anchor weekend evening newscasts
- Manage weekend reporters, responsible for assigning them to stories
- Deliver enterprise, beat, lead stories daily under very tight deadlines
- Report, shoot, write, edit stories for weekday newscasts
- Develop strong relationships with local sources
- Use Spanish to create stories competitors can't
- Go-to reporter for breaking or complex stories, especially live shots

WLEX, Lexington, KY

Investigative Reporting Intern

2013 – 2014

- Off-camera reporter
- Responsible for setting up, researching stories for air
- Conduct interviews for on-air
- Travel with investigative team across the state and help with English to Spanish translation

UK Student News Network

Anchor/Reporter/Producer/

2013 – 2014

Writer/Sports

- Report on deadline stories for air with emphasis on diversity and ethics for Lexington DMA
- Manage entire staff as producer
- On-air talent for daily newscasts live on Time Warner Cable in Fayette County with a potential reach of more than 250,000 homes

Skills

- Fluent: Spanish is first language
- Editing: Edius, Final Cut Pro, Adobe Premiere Pro
- General: EZNews, iNews, Clickability, studio and control room operations, social media

Education


**University of Kentucky,
Lexington, KY**

May 2014

Bachelor of Arts in Journalism:

Focus on broadcast and new media
Double Major in Spanish: Advanced,
focus on writing, literature, history,
linguistics and translation

Social Media

 IsabelRosales

 @WFTSisabel
3.4K likes

 @WFTSisabel
1.9K followers