



# Eric King

Represented by **The NWT Group**

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

Culturally fluent, composed, deadline conscious, self-starter with a demonstrated ability to multi task, and thrive in fast-paced environments. Experienced major-market anchor/reporter. Murrow and Emmy award-winning writer and anchor.

## EXPERIENCE

### Transit Authority of River City

### Director of Marketing & Communications

2020 — Present

- Develop and implement strategic marketing and communications plans to increase public awareness
- Conduct media outreach with developed story angles and strategic content
- Develop and implement internal and external communications strategies, including video shooting and editing

### C2 Strategic Communications

### Senior Strategist

2018

- Managed multiple client accounts for various contracted services including public relations and marketing, communications consulting, brand management, media training and crisis communications
- Managed time and efficiency of projects with respect to budget in terms of client contracts
- Developed and wrote news releases, newsletters, web content, speeches, talking points, presentations, and other collateral marketing materials and social media posts
- Planned media availabilities, news conferences, public meetings and professional conferences

### WLKY-TV

### News Anchor/Special Projects Reporter/Producer

2016 – 2018

- Wrote, researched and presented news content on air for WLKY's top rated 5pm weekday newscast
- Managed, developed and maintained community source list to ensure accurate and inclusive content
- Managed developing and breaking news content on live air with high levels of composure and a focus on accuracy, clarity and respect for facts
- Developed, produced and wrote special projects, including documentaries
- Copy edited all newscast content, serving as the last set of eyes on copy before broadcast to the 48th largest television market in America serving more than 1 million people daily

### NBC Universal, Dallas, TX

### News Anchor/Reporter

2013 – 2016

- Breaking news reporter for one of the largest morning shows in America
- Midday news anchor
- Live field reporter during national emergencies: Ebola Outbreak/Weather Emergencies/Border Crisis etc
- Wrote, researched and presented news content for NBC's Southwestern Bureau and 5th largest television market in America, serving more than 7 million people locally, with extended national reach

### WLKY-TV, Louisville, KY

### Reporter/Anchor

2009 – 2013

- Midday Anchor
- Special Project writer
- General assignment reporter
- Wrote/Researched/Presented news content daily
- Cultivated sources

### FOX 13 News, Memphis, TN

### Reporter

2007 – 2009

- Morning show reporter
- Wrote/Researched/Presented news content daily
- Cultivated and maintained sources

## Education

University of Louisville

May 2002

Bachelor of Arts - Sociology

Diversity Executive Leadership

Academy

June 2020

Cultural Diversity Professional

Certificate

## Social Media



EricKing



@EricKingLouisville

7.6K followers



@kings\_english77

10.2K followers



@esking01

1K followers