



# Vanessa Araiza



Represented by **The NWT Group**

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## EXPERIENCE

### WFTS, Tampa, FL

August 2019 – Present

**Weekend Morning Anchor**

### WKMG, Orlando, FL

August 2016 – August 2019

**Reporter/Anchor**

- Enterprise lead stories
- Cultivated news sources and created close relationship with community and sources
- Produce content for multi platforms
- Primary fill-in anchor for all shows

### WBRC, Birmingham, AL

October 2011 – August 2016

**Anchor/Reporter**

- Anchored 90 minute evening weekend newscasts and main weekday fill-in anchor
- Cultivated news sources and created close relationship with community leaders and members
- Shot, wrote, and edited stories and packages that aired on various platforms
- Utilized social media to promote news coverage and increase viewership ratings

### WTVY, Dothan, AL

September 2007 – October 2011

**Anchor/Reporter**

- Anchored weekend newscasts and main fill-in anchor for all weekday newscast
- Collaborated with producer to create fast-paced and informative news copy
- Crafted compelling and interesting headlines and teases for newscast
- Continually generated story ideas for five counties in Alabama, including coverage in FL & GA

### WEAR, Pensacola, FL

May 2005 – September 2007

**Production Assistant/Field Producer**

- Wrote and updated breaking news copy for the anchors and WEAR Website
- Field Produced breaking news and enterprise stories
- Operated studio and control room equipment for daily newscasts

## Awards

- Associated Press – Best Specialized Reporter
- Edward R. Murrow - Team Coverage Christmas Tornado 2015

## Associations

- National Association of Hispanic Journalists
- EmpowHERment - Board of Directors
- Children's Cancer Center
- Junior League of Tampa
- \*Former
- Rotary Club of Birmingham
- Chrysalis Home for Girls
- Magic Moments Junior Board Member

## Education

University of West Florida,  
Pensacola, FL May 2007

Bachelor of Communications –  
Specialization in Broadcast

## Social Media



VanessaAraiza



@Vanessa.araiza.1  
4K followers



@AraizaReport  
3K followers



@Araiza\_Report