

Danielle Avitable



Represented by **The NWT Group**

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

Awards

- **Edward R. Murrow Award 2016**
Overall Excellence, Action News Jax
- **First Place 2016 Mississippi AP**
Best General News Story
- **First Place 2016 Mississippi AP**
Best Feature Story
- Selected to attend the National Journalism Convention in New York City

Skills

- Proficient in Twitter, Facebook, Stratus, Adobe Audition, Adobe Premiere, ENPS, iMovie, Adobe Acrobat, Adobe Soundbooth, Aurora, ENPS, iNews, Edius, Precis, Final Cut Pro, Microsoft Publisher, Microsoft FrontPage, Windows and Mac systems, AP style, APA style, and MLA style

Education


Florida State University, Tallahassee, FL 2012
Bachelor of Science, Media/Communications Studies

Florida A&M University, Tallahassee, FL 2011
Journalism Minor

Social Media

 DanielleAvitable

 @DanielleAvitableNews
7.8K followers

 @Davitable
15.9K followers

 @Danielle_WOWT
4K followers

EXPERIENCE

WOWT, Omaha, NE

Morning Anchor

August 2020 - Present

- Daybreak ratings growth since starting in August 2020
 - Household demos increased from 3.4 to 5.9
 - 25-54 Age Group increased from 1.7 to 3.0 for 5am hour and 3.5 to 5.9 for 6am hour
- Quarterly Trend for Daybreak
 - 4am 1.1 to 1.8
 - 5am 1.7 to 3.0
 - 6am 3.4 to 5.8

WMCH, Columbus, OH

Weekend Anchor

January 2019 – July 2020

- Weekend Evening Anchor
- Helped drive weekend ratings from #3 to #2
- Extensive Live Breaking news experience
- Enterprise and Investigative Reporting
- TSR's for rating periods
- Extensive Community involvement and interaction

WFOX/WJAX, Jacksonville, FL

Reporter

March 2016 – January 2019

- Pitched at least three enterprise stories per day
- Used social media and Amazon Alexa to engage viewers
- Active live shots, processed storytelling and radio hits
- Wrote stories within ENPS
- Established sources within the community
- Fill-in Anchor for weekday and weekend morning and evening shifts
- Edward R. Murrow Award 2016

WJTV, Jackson, MS

Weekend Evening Anchor/Reporter

April 2014 – February 2016

- Anchored news brief on the CW
- Fill-in Morning Anchor
- Created weekend assignment lists for reporters and assisted in preparing shows
- Sent out app pushes for breaking news stories
- Posted content to station website
- Edited on Edius, shot stories and wrote stories within ENPS
- Enterprised news stories and daily field reporter

WJTV, Jackson, MS

Reporter

October 2013 – April 2014

- Reported and wrote to capture visual content
- Edited on Edius
- Fill-in anchor
- Used social media to engage viewers

WXVT, Greenville, MS

Morning Anchor/Reporter

August 2012 – October 2013

- Produced and anchored hour and a half morning newscast
- Booked guests for morning show
- Conducted live interviews on morning show and in-studio
- Daily enterprise reporter
- Edited on Adobe Premiere, shot stories and wrote stories within ENPS
- Established social media presence