

Hollani Davis



Represented by The NWT Group CarolynKane@NWTgroup.com 817-987-3600

https://NWTgroup.com/client/hollanidavis

Weekday Morning Anchor

Anchor/Reporter

EXPERIENCE WPTV, West Palm Beach, FL

2020 – Present

2014 - 2020

- News anchor for 2 hour WFLX Fox 29 morning show and 1 hour 11am news on WPTV NBC
- Traffic anchor on WPTV NBC morning show 4:30-7am
- Part of the news anchor team that double household ratings of the Fox29 Morning ٠ News opposite 'GMA', 'The Today Show' and 'CBS Morning News
- Helped launch and grow viewership and win time slot for 'Today on 5 at 11'
- Help producers find fresh content for two-hour newscast using contacts and social . media
- Write teases and tosses for newscasts
- Newsroom leader in interacting with viewers on social media during live broad-• casts to create a conversational and inclusive feel
- Book guests and write interview segments for 11am newscast
- Write Cut-in's vo's, vo/sots, teases and tosses for 11am newscast
- Primary fill-in Anchor for 'Today on 5' 4:30am - 7am
- Anchor and coordinate all Breaking Traffic News with producers, helicopter re-• porter and reporters
- Determine assignment/reporter placement during Breaking Traffic
- Create fresh graphics daily to display road conditions •
- Have tripled stations Traffic Twitter Account, beating competitors
- Lead Facebook Live during Breaking Traffic and tweet updates

WDBJ, Roanoke, VA

2010 - 2014

- Helped take 11pm ratings in households to 8.4 (May 2012) from 6.8 (May 2010)
- Boosted ratings within stations demo for fledging 10pm Newscast on My19
- Oversaw content for late newscasts by generating enterprise stories
- Assisted with script approval and worked with producers to stack late newscasts Responsible for writing promo's and working with production department to make •
- sure they were shot differently to capture viewers interest during primetime shows Hosted Political Sunday Show during election cycles
- . Turned packages and VO/SOT's weekly with multiple angles and reported live during 5PM and 6PM Newscasts
- Enterprised ideas and turned in-depth stories for Sweeps

WDBJ, Roanoke, VA

2006 - 2010

- Fill-in Anchor for weekday noon, 5pm, 6pm, 10pm and 11pm newscasts
- Enterprised packages and VO/SOT's with multiple angles for weekday newscasts
- Live reporting with Microwave and Satellite live shots, also LiveU backpack shots
- Established and worked contacts and sources within station's 26 county market
- Experience with non-linear editing

EDUCATION

Hampton University, Scripps Howard School of Journalism and Communications 2003

Bachelor of Arts, Broadcast Journalism. Summa Cum Laude

Poynter Institute, St. Petersburg, FL

- · Leadership for TV News Anchors Week Long Training 2009
- Investigative Reporting Training 2013

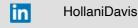
Awards

- 2012 Co-anchored Emmy Best Early Evening Newscast
- 2012 Co-anchored Emmy **Best Evening Newscast**
- 2011 Virginia Association of **Broadcasters** Co-Anchored for Best Spot News Coverage
- 2008 Regional Emmy **Best Weekend Newscast**
- Southern Christian Leadership **Conference Award** Producing stories highlighting racial injustice
- 2008 NAACP Person of the Year in Media

Activities and Interest

- National Association of Black Journalists
- Boys and Girls Club of Roanoke
- Executive Board for HIV/AIDS Stigma Reduction Roanoke
- Big Brothers Big Sisters of Abilene 2004-2006

Social Media



@HollaniDavis 12K followers



2.6K followers

Weekend Anchor/Reporter

- **Evening Anchor/Reporter**

@HDavisWPTV