



Alanna Flood



Represented by **The NWT Group**
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<https://NWTgroup.com/client/alannaflood>

EXPERIENCE

WMUR, Manchester, NH **Anchor/Investigative Reporter**
April 2024 — Present

WWLP, Springfield, MA **Anchor/Reporter**
April 2022 – April 2024

- Investigative reporter for the I-Team
- Anchor and produce weekend evening newscasts
- Anchor 5pm and report during the week
- Generates idea for coverage
- Cultivates sources
- Represents station at community events

April 2019 — April 2022 **Anchor/Reporter/Producer**

- Anchor of “Mass Appeal,” a live, one hour daily show reporting on stories happening in the local and regional community.
- Wrote, produced and presented topical interviews, both in studio and on live shots
- Researched and prepared for interviews
- Developed a network of sources for content and generates compelling segment ideas
- Created rundowns, including scripts and supers
- Produced and edits packages

LTC News, Lowell, MA **Anchor**
December 2016 – March 2019

- Anchored an award-winning 30 minute news program LTC News
- Conceptualized, helped produce, write and report news segments
- Live coverage and field reporting during special events

The Castle Group Inc., Boston, MA **Account Manager**
2007 — 2008

- Developed national media campaigns for clients
- Reviewed and edited press releases, press kits, reports and account materials
- Managed several account teams
- Pitched national media outlets
- Accompanied clients on domestic press tours
- Worked on new business proposals and presentations

Regan Communications, Boston, MA **Deputy Team Leader**
February 2005 — January 2007

- Developed creative publicity strategies on behalf of clients
- Worked thoughtfully with media outlets, pitching and securing coverage
- Coordinated special events, galas, political rallies and launch parties
- Wrote press releases and media materials

Herald Media, Inc., Needham, MA **Editor/Reporter**
March 2000 — January 2005

- Assigned stories and edited the content of two weekly newspapers
- Covered breaking news and events
- Wrote 5 - 8 news articles per week
- Worked with editor and photographers on generating story ideas and content
- Cultivated reliable community contacts
- Assisted with layout and editing

EDUCATION

Syracuse University, Syracuse, NY
Speech Communications

Awards

- Talent of the Year, News 2017

Skills

- Investigative Research
- Cultivating Sources
- Data Collection
- ENPS and iNews
- Social Media
- Editing on Adobe Premiere ProSkills

Volunteer

- Parents' Club, The Academy of Notre Dame

Social Media

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@alannaflood

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