



# Lauren Coleman



Represented by **The NWT Group**

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## EXPERIENCE

### WFMY, Greensboro, NC

**Morning Anchor**

July 2023 — Present

- Anchor 6.5 hours of morning news, including 3 hours on streaming platforms
- Report on Big Issues in the community
- Fill-In on the desk for all day parts
- Deliver radio news briefs
- Create daily vertical videos
- Host, produce, write, and report streaming lifestyle show

March 2021 — July 2023

**Anchor/Reporter**

- Anchor for the "4 to 5" and the 5pm newscasts
- Primary Anchor Fill-In on Evening Shows
- MMJ's 3 times a week
- Creates "My 2 Cents" segments twice a week

### WHBQ-TV, Memphis, TN

**Morning News Anchor/  
Traffic Anchor**

December 2017 — March 2021

- Anchored the 4:30 a.m. and Midday News on Good Morning Memphis
- Produced and delivered traffic reports 5 a.m.-10 am on Good Morning Memphis
- Assisted in writing, copy editing, researching and coordinating news programming
- Delivered interactive live shots for special assignments and events
- Developed and reported franchise and sweeps stories
- Enterprise and broke stories using contacts and sources developed in the community
- Promoted stories on digital platforms using Facebook and Twitter
- Fill-In Anchor for 5 a.m.- 10 a.m. and 5 p.m., 6 p.m., 9 p.m., 10 p.m. newscasts

### WHBQ-TV, Memphis, TN

**Reporter**

October 2016 — December 2017

- Enterprise and broke stories using contacts and sources developed in the community
- Delivered interactive live shots, breaking news live shots and standups
- Developed and reported sweeps stories
- Promoted stories on digital platforms using Facebook and Twitter

### WDAM-TV, Hattiesburg, MS

**Weekend Anchor/MMJ**

September 2015 — October 2016

- Enterprise, wrote, shot and edited stories for weekday newscasts using JVC Camera and Edius
- Delivered interactive live shots and standups
- Broke and pitched stories using contact and sources developed in the community
- Produced and anchored weekend evening newscasts

### KARK-TV/KNWA-TV, Washington, D.C.

**Bureau Reporter**

June 2015 — August 2015

- Enterprise, wrote, shot and edited Capital Hill stories that impact the citizens of Little Rock and Fayetteville, Arkansas using Canon XF305 Camera
- Interviewed Arkansas Senators and Arkansas Members of Congress

## EDUCATION

### Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY

**August 2015**

M.S. in Broadcast and Digital Journalism

### University of Virginia, College of Arts and Sciences, Charlottesville, VA

**May 2014**

B.A. in English and African American Studies

## Skills

- Adobe Premiere
- Edius
- Audacity
- Facebook, Instagram, Twitter

## Awards

- 40 under 40 Most Influential African Americans in the Triad
- 3rd Place Short Light Feature, Tennessee Associated Press Broadcasters & Media Editors 2019
- 2nd Place Franchise Reporting, Mississippi Associated Press Broadcasters & Media Editors 2016

## Social Media



Lauren M Coleman



@laurencolemanWFMY  
42K followers



@LaurenColemanTV  
3K followers



@lauren\_colemantv  
4.3K followers