

## **Karen Edwards**

(678) 656.8560

KarenEdwardsReports.com

<http://www.karedwardsreports.com>

Compelling storyteller who can anchor, report, shoot, write, edit and produce for broadcast television, online media and social media. Deadline oriented, great work ethic, positive and professional. Willing to go above and beyond to make the team successful.

### **Experience**

- ✓ Anchoring
- ✓ Producing
- ✓ Package/VOSOT writing
- ✓ Online Media
- ✓ Social Media analytics and reporting
- ✓ Reporting
- ✓ Video Shooting
- ✓ Broadcast and print editing
- ✓ Live/Breaking News reporting
- ✓ 24-hour news format

### **Education**

Kennesaw State University: BS Communication (Journalism); Minor in Professional Writing - July 2012.

### **Highlights of Qualifications**

- Experienced news anchor, reporter, producer and multimedia journalist with strong editorial judgment; Eight years of experience
- Skilled linear editor in Adobe Premiere, Edius, Avid NewsCutter, Final Cut Pro
- Experienced with Dalet, iNews, Anvato, Adobe Audition, Photoshop and WordPress
- Calm and focused under deadline pressure
- Good newsroom citizen, trained to work hard in a professional environment
- Community representative, comfortable emcee, volunteer and public speaker
- Experienced social media writer and community builder: Twitter, Facebook, Instagram and Social News Desk

### **Employment History**

#### **Spectrum News Rochester**

*Rochester, NY*

(11/2019 – present)

#### ***Evening Anchor***

- Presents news live and for 24 hour model (scripted and ad-libbed), reports, shoots and edits character driven stories
- Conducts interviews, research and works with the news team to shape the newscast while connecting with our audience
- Helps write news copy, copy edit and coordinate story content
- Guides and mentors producers and MMJs
- Field anchors and serves as correspondent for statewide, political show when needed
- Represents and maintains our journalistic integrity on and off air through building contacts and staying involved in the community
- Keeps viewers informed and stays connected through social media

**KTAL-TV/KMSS-TV**

*Shreveport, LA*

(4/2016 – 11/2019)

***Morning Anchor***

- Presented four hours of news covering three states while acting as managing editor
- Wrote, reported, shot and edited local spot news, enterprising stories and weekly franchise pieces for both networks
- Wrote and edited for the web and social media platforms

**KTVE-TV/KARD-TV**

*West Monroe, LA*

(3/2015 – 4/2016)

***Morning Anchor/Producer***

- Analyzed, selected, wrote, produced and presented three hours of morning news across two networks covering two states
- Built graphics, scheduled and interviewed live guests, managed a team of seven while keeping the website up to date
- Shot and edited weekly enterprising segments

**WRDW-TV**

*Augusta, GA*

(1/2013 – 1/2015)

***Anchor/Reporter***

- Shot, wrote and edited daily enterprising and/or breaking news stories
- Anchored while evaluating news leads and tips for weekend and morning shows
- First on scene with breaking news giving up to the minute details while keeping viewers updated online and through social media

**Juvenile Justice Information Exchange/Youth Today**

*Kennesaw, GA*

(8/2012 – 1/2013)

***Reporter***

- Managed both sites: daily reporting under deadline pressure, checking facts, updating stories, creating visual stimulation, compiling and refining artwork and footage
- Wrote enterprising daily headlines under deadline pressure
- Managed social media and monitored research trends

**References****Ed Buttaccio**

Spectrum News Rochester News Director

**Ed.Buttaccio@charter.com**

585-756-1574

**Yvette Collins**

Spectrum News Rochester Asst. News Director

**Yvette.Collins@charter.com**

585-362-2599