

Karen Edwards
(678) 656.8560
KarenEdwardsReports.com

Professional Summary

A newsroom leader who has 10 years of experience anchoring, reporting, producing, shooting and editing with a passion for character-driven storytelling that connects with the audience.

Professional Profile

- Experienced online, TV and print writer with strong editorial judgment
- Producer of information release in the form of broadcast and digital social media
- Calm and focused under deadline pressure
- Team player, trained to work hard in a professional environment
- Experienced social media writer and community builder
- Skilled video/multimedia editor

Experience

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|----------------------------|-------------------|----------------------|--------------------------|
| ✓ Writing | ✓ Copy Editing | ✓ Multimedia Editing | ✓ Social Media reporting |
| ✓ Multimedia | ✓ Producing | ✓ Online Media | ✓ Feature Writing |
| ✓ Corporate Communications | ✓ Marketing | ✓ Promotion | |
| ✓ AP Style | ✓ Media Relations | ✓ Media Relations | ✓ Blogging |

Education

July 2012

Kennesaw State University: BS Communication (Journalism); Minor in Professional Writing

Employment History

Spectrum News 1 Upstate New York

Albany, NY

(Jan. 2020 – present)

Evening Anchor

- Newsroom leader with an expanded role of presenting news live and for a 24 hour model (scripted and ad-libbed), reporting, shooting and editing character driven stories for viewers across all of Upstate New York
- 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, reporters and MMJs
- Represents and maintains journalistic integrity on and off air through building contacts and staying involved in our communities
- Keeps viewers informed and connected through social media

Spectrum News 1 Rochester

Rochester, NY

(Nov. 2019 – Dec. 2020)

Evening Anchor

- Helped launch a new, live evening show for Greater Rochester viewers
- Reported, shot and edited character driven stories
- Field anchored and served as correspondent for statewide specials
- Helped write news copy, copy edit and coordinate story content; Guided and mentored producers, reporters and MMJs

KMSS-TV/KTAL-TV

Shreveport, LA

(April 2016 – Nov. 2019)

Morning Anchor

- Wrote and copy edited news coverage
- Coordinated, planned and executed editorial interviews and shoots
- Wrote, reported and shot daily news stories, weekly feature stories and weekly franchise pieces for both KMSS and KTAL-TV NBC-6
- Social media writer/editor responsible for trend analysis

KTVE-TV/KARD-TV

West Monroe, LA

(March 2015 – April 2016)

Morning Anchor/Producer

- Analyzed, selected, wrote, produced and presented news coverage for a public audience
- Coordinated, planned and executed editorial interviews and shoots
- Built graphics, managed a team of seven while keeping the website and social media up to date
- Shot and edited weekly feature segments

WRDW News 12

Augusta, GA

(Jan. 2013 – Jan. 2015)

- Shot, wrote and edited daily enterprising and/or breaking news stories
- Manned the news desk, 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