

## ABOUT ME

An exceptionally skilled journalist who produces compelling stories through computer-based research. Executes informative and accurate live shots during breaking news. Asks tough questions and builds relationships within the community while holding the powerful accountable.

## CONTACT

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📞 (404)-547-3072

Greensboro, NC



## EDUCATION



**UNIVERSITY OF WEST  
GEORGIA**

Bachelor of Science in  
Mass Communications-  
Broadcast Journalism  
2013

# DANIELLE JACKSON

## REPORTER/MMJ

## EXPERIENCE

### MULTIMEDIA JOURNALIST-WGHP GREENSBORO, NC

*(October 2018-present)*

- Enterprise stories daily through gathering information and developing relationships within the community
- Writes, shoots, and edits news stories as the lead night side reporter for the 10pm & 11pm newscast
- Execute on-site accurate live reporting for breaking news, live newscasts, and taped story presentations
- Produce digital content for the station's social media platforms and write online stories
- Create news packages using non-linear editing software Final Cut Pro
- Working knowledge of FOIA for gathering content for investigative stories
- Gather, investigate, and explore news tips from sources within the community

### MULTIMEDIA JOURNALIST-WBRZ BATON ROUGE, LA

*(September 2016-October 2018)*

- Write, shoot, and edit stories daily using Edius and ENPS
- Enterprise stories and develop sources within the community
- Deliver live reports on breaking news, crime, politics, severe weather, and engage viewers on social media
- Disperse information regarding upcoming events, press releases, meetings, and story development
- Research ideas, set up interviews, and produce news stories for the 4,5,6, & 10pm newscast
- Build and maintain important relationships with community leaders and government officials
- Working knowledge of FOIA for use in investigative reporting
- Training and development of News Content interns for both on-air and digital platforms

### NEWS TRAINEE-WSB-TV

*(June 2015-September 2016)*

- Enterprise stories using computer-assisted research and developing contacts
- Wrote, shot, and edited several packages weekly using iNews and Avid Newscutter
- Created anchor packages under tight deadlines
- Contacted victims and followed leads from the news tip lines
- Conducted several interviews with local officials and citizens in the community
- Produced stories for web and posted content to social media platforms
- Working knowledge of FOIA for use in investigative reporting

## ASSIGNMENT DESK EDITOR –WSB-TV

(October 2014-June 2015)

- Efficiently assigned and managed the logistics of multiple field crews
- Monitored scanners and contacted local officials for information
- Fielded calls while using news judgment to decide on news stories
- Dispatched coordinates to the news chopper and communicated with the News Chopper reporter during breaking news
- Collaborated with producers, reporters, and managers to create interesting and compelling stories for on-air and social media
- Confirmed information using government-based websites, sending emails, and communicating with various public information officers
- Gathered accurate information from multiple agencies and communicated available material to editorial staff