

SAVANNAH WELCH

REPORTER

CONTACT

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EDUCATION

University of Southern California
Journalism, M.S.
Summa Cum Laude
2020 – 2021

Pepperdine University
Media Production, B.A.
Multimedia Design Minor
Magna Cum Laude
2016 – 2020

AWARDS

Broadcast Education Association:

- Award of Excellence: Television Short Feature Reporting (2021)

California College Media Awards:

- First Place, Best Social Media Reporting (2020)
- First Pinnacle Award, Best Diversity Coverage of the Year (2020)
- Honorable Mention, Best Non-News Video

SKILLS

- Adobe Creative Suite: (Ai, Ae, Id, Ps, Pr)
- AP & broadcast writing
- CSS, HTML & jQuery
- Digital & print design
- Social media
- Video editing

PROFILE

Driven journalist with 5+ years of newsroom experience looking for a reporting position in broadcast news. Strong background in writing, editing, film production, animation, social media and graphic design.

PROFESSIONAL EXPERIENCE

Reporter, Fill-In Anchor & Weathercaster

Eyewitness News, KBAK/KBFX-TV, Bakersfield, CA | 2021 – Present

- Delivers [daily coverage](#) for broadcast and web under tight deadlines
- Pitches and researches stories, shoots video, writes and edits daily news packages; covers breaking news in the field
- Fill-in anchors and delivers evening weekend weathercasts
- Develops sources and contacts for further story development

Reporter, Anchor, Producer

Annenberg Media and TV News, Los Angeles, CA | 2020 – 2021

- Pitched and wrote [multimedia news stories](#) under daily deadlines for Annenberg Media; worked with digital, social and TV producers to develop story content
- Lead [news anchor](#) for day-of-air show, wrote and copyedited scripts in AP Style and created multimedia news packages for [local](#) and [national](#) events
- Organized stories and delegated assignments to 20+ member newsroom
- Built show layout, [created social posts](#), coordinated with talent, graphics and post-production teams to [produce show](#) for 12K-viewer audience

Lead Editor, Social Media Director and Video Producer

Pepperdine Graphic Media, Malibu, CA | 2018 – 2020

- Assigned and delivered [digital news stories](#) under daily deadlines for the Life and Arts section and curated [video content](#) for broadcast and social teams
- Delegated assignments to writers, copyedited work in AP Style and produced a series of [short video segments](#) for the PGM YouTube channel
- Received national recognition for [coverage](#) of November 2018 Borderline Bar and Grill shooting and Southern California Woolsey Fire
- Ran Facebook, Instagram and Twitter social media pages and anchored original [Instagram TV news series](#) covering events on campus and in Los Angeles County

Communications and New Media Intern

Smithsonian National Portrait Gallery, Washington, D.C. | 2018 – 2018

- Designed press packages, assisted with [reveal of the Obama presidential portraits](#) and cut video for the museum's 50th Anniversary celebration
- Produced weekly email digests reaching over 40K subscribers and created [social media posts](#) and promotional videos for 124K-follower Instagram account
- Facilitated weekly museum tours for D.C. and New York City news outlets and organized broadcast news filming

Anchor, Reporter, Director and Producer

NewsWaves TV-32, Malibu, CA | 2016 – 2020

- [Lead anchor](#) and weekly field reporter, conducted [live shots](#), [created packages](#), edited video sequences and wrote scripts and teases
- Produced, copyedited scripts and [hosted a music segment](#) highlighting local talent in Malibu and the Los Angeles area
- Designed [animated news graphics](#), directed and managed 30-member newsroom for half-hour live shows