

Rochelle Alleyne

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WORK EXPERIENCE

WFTX-TV, Fort Myers, FL

Multimedia Journalist

August 2019 - present

- Pitch, shoot, write, edit, and front at least one package a day;
- Provide fresh vosots on all overnight stories I complete for the morning show.
- Produce social media updates via Twitter and Facebook to engage and inform viewers; and
- Update website and digital platforms with content from the day's story using Brightspot CMS.

Ohio Hospital Association, Columbus, OH

Digital Communications Manager

October 2018 - July 2019

- Developed OHA's digital content strategy, which included determining the appropriate time and content to post on all of OHA's public social media channels each day;
- Managed editorial calendar for OHA's nine member and public communications channels;
- Created content and managed deployment of OHA's member e-communications;
- Managed OHA's social media channels, including YouTube, Twitter, and Facebook; and
- Developed campaign strategies and content for major OHA events, such as its annual meeting and statewide flu shot initiative.

Spectrum News, Buffalo, NY

Multimedia Journalist

July 2016 - July 2018

- Pitched, wrote, edited and fronted at least one vosot and package every day;
- Provided social media updates led to a tripled Twitter follower count in two years; Grew Facebook page by 100 followers in a year;
- Serve as a go-to breaking news leader in the newsroom by providing live coverage during spot news and major stories; and
- Provided coverage of major severe weather incidents, including a January 2017 hit with HLN after a snowstorm paralyzed Erie County.

KXXV-TV, Waco, TX

Multimedia Journalist/Anchor/Producer

July 2015 - June 2016

- Pitched, shot, wrote and edited at least two stories on deadline for multiple newscasts;
- Provided live updates during multiple shows each day;
- Wrote, stacked, edited, produced and anchored two weekend morning broadcasts of "Good Morning Texas;" and
- Rebranded and redirected the morning shows to include updated camera shots, new graphics and new segments.

EDUCATION

University of Florida, Gainesville, FL

Bachelor of Science, Broadcast Journalism; Bachelor of Arts, Political Science

May 2015

Skills: iNews; Dalet Digital Media Systems; KLZ Newsroom; EZ News; Live-U News Backpack; AP ENPS; Final Cut Pro; Adobe Premiere Pro; TVU News Backpack; Videolicious; Adobe Audition; Brightspot CMS; Facebook, Facebook Pages, Twitter, Periscope; Instagram; Mailchimp; Kentico CMS, Microsoft Connect and Videography

Professional affiliations: National Association of Black Journalists and the National Association of Hispanic Journalists.