

Rochelle Alleyne

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, Videography

EXPERIENCE

WFTX-TV, Fort Myers, FL – *Multimedia Journalist*

August 2019 - PRESENT

- Pitch, shoot, write, edit, and front at least one package everyday.
- Provide fresh content for morning show.
- Produce social media updates, which engage and inform the public.
- Update Fox 4 website and other digital platforms with content from the day's story.

Ohio Hospital Assoc., Columbus, OH – *Digital Communications Mgr.*

October 2018 - July 2019

- Developed OHA's digital content strategy and managed overall editorial calendar for OHA's member and public communications channels.
- Created content and managed deployment of OHA's member e-communications.
- Managed OHA's social media channels, developed campaign strategies and content.

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 that engaged and informed the public. My social strategy led to a tripled Twitter follower count in two years.
- Established myself as a go-to breaking news leader in the newsroom, by providing thorough live coverage during spot news and major stories.
- 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 multiple 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."
- Rebranded and redirected the morning shows to include updated camera shots, new graphics and new segments.

EDUCATION

University of Florida, Gainesville, FL – *Broadcast Journalism, B.S.*

August 2011 - May 2015

University of Florida, Gainesville, FL – *Political Science, B.A.*

August 2011 - May 2015

AWARDS

- Excellence in Television Broadcasting, Medaille College, 2018
- "Best Use of Sound," FL AP Broadcasters, 2015
- First Place in Continuing Coverage (Contributing Reporter), FL AP Broadcasters, 2013