

# Samantha Perez

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## EXPERIENCE

- Weekend Morning Anchor, Multi-Skilled Journalist, WBIR 10News**, Knoxville, TN July 2024 – Present
- Anchor three morning shows between 6 – 9:30 a.m. and manage digital desk responsibilities each weekend
  - Shoot, write, and edit day-turn packages a specific local impact in part of coverage area, covering East TN and parts of KY
- Multi-Skilled Journalist, Fill-In Anchor, WLTX News 19**, Columbia, SC July 2022 – May 2024
- Find and source minimum 2 stories a day with a specific local impact in part of 11-county coverage area
  - Shoot, write, and edit 2 full day-turn packages, multiple VOSOTS, and digital articles using Edius and ENPS system
- Yarbrough Grady Fellowship: PR and Graphics, University of Georgia**, Athens, GA May 2021 – May 2022
- Wrote press releases and designed graphics for Grady College of Journalism and Mass Communication
  - Created social media strategy for the college's social platforms including 3-5 weekly social media posts
- Southeast News Bureau Intern, CNN**, Atlanta, GA Jan. 2022 – April 2022
- Researched and developed editorial information for enterprise and breaking news stories alongside correspondents and producers while supporting field teams with in-house production
  - Developed regional contacts through making calls on breaking news and curating regional story reporting using newsroom system to create live rundowns, a Media Asset Management System, and a media archive storage and retrieval system
- Reporter, Grady NewsSource**, Athens, GA Aug. 2021 – Dec. 2021
- Shot, edited, wrote, and produced day-turn packages, VOSOTS, and RDRs with original reporting
  - Produced and stacked live 30-minute broadcasts on Rundown Creator while pushing content on social platforms and analyzing social engagement
- News Director, WUOG 90.5 FM - The Athens Journal News**, Athens, GA Jan. 2020 – Dec. 2021
- Managed the 3 weekly Athens Journal News programs and attended weekly executive committee meetings
  - Researched and wrote news stories each week and delivered segments live on-air during 30-minute shows
- Digital News Intern, Spectrum News 13**, Orlando, FL June 2021 – Aug. 2021
- Prepared, wrote, and copy edited news articles for the newsroom's digital desk
  - Posted content to social media, website, and app while using sound news judgement to determine story ranking
- Production Intern at Seacrest Studios, Levine Children's Hospital**, Charlotte, NC June 2021 – Aug. 2021
- Produced two weekly shows for 200+ patients and their families at Levine Children's Hospital and supported supervisor for celebrity visits including capturing content for social media, writing blog posts, collecting photo releases, and editing recap videos
  - Operated studio equipment including the TriCaster, SAS Audio Console, and OpX Radio Automation to allow patients to watch and listen to studio programming on Channel 99
- Recruitment Manager, The Red & Black**, Athens, GA Aug. 2020 – May 2021
- Developed virtual recruitment process for fall 2020 semester and trained the two biggest recruiting classes in the paper's history
  - Taught new recruits the principles of journalism, including AP style and writing for news, sports, and culture desks

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## SKILLS & LEADERSHIP

- Reporter of the Year**, South Carolina 2024  
*Presented by the South Carolina Broadcasters Association*
- Chi Omega Fraternity**, Athens, GA Aug. 2018 – May 2022
- Marketing Director, Member**
- Delegated tasks and responsibilities to the marketing team in line with responsibilities as Marketing Director
  - Created marketing plans and communication strategies in line with Mu Beta's brand
- Cox Institute's Levin Leaders Program**, Athens, GA Jan. 2021 – March 2021
- Nominated Member**
- Examined leadership principles in a program specifically designed to help emerging young media leaders develop their skills and abilities
  - Nominated by a journalism faculty member for the program during the 2021 spring semester

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## EDUCATION

- The University of Georgia**, Athens GA May 2022
- BA, Journalism in Grady College of Journalism and Mass Communication*
- BA, Spanish in Franklin College of Arts and Sciences*
- Certificate:** New Media Studies **Cumulative GPA:** 3.85