

CAROLYN CERDA

EXPERIENCE

Evening Anchor/Reporter

WSIL-TV

- Anchor 6, 6:30 and 10pm weekday newscasts.
- Reports for various shows.
- Goes live from various news stories.
- Creates and promotes stories and coverage on multiple social media sites.
- Newsroom leader: guides reporters, approves scripts, helps producers and develops story ideas.
- Makes appearances for the station.

2016 - Present
Carterville, IL

Evening Anchor/Reporter

WHSV-TV

- Anchored weekday 5 and 5:30 newscasts.
- Reported for late shows.
- Went live on the set and at the scene of stories.
- Used social media to promote newscasts and stories.
- Mentored reporters and producers.

2014 - 2016
Harrisonburg, VA

Associate Producer

KXAS-TV

- Wrote stories for two and a half hour morning show.
- Selected video and pictures to enhance story presentation.
- Assisted reporters in preparing their stories and segments.

2012 - 2014
Dallas, TX

Reporter/MMJ

KTBS-TV

- Chief for the East Texas Bureau, managed all content from the region.
- Wrote, shot and edited stories.
- Went live from news stories.

2011 - 2012
Shreveport, LA

Producer/Reporter

KATC-TV

- 2010-2011, MMJ Reporter three days during the week and produced weekend shows.
- 2008-2010, Executive Producer of two hour weekday morning show.
- 2007-2008, Produced the 5pm weekday show.

2007-2011
Lafayette, LA

EDUCATION

University of Texas at Arlington

- 2007 Bachelor of Arts in Broadcast Communications.