

DANIELLE DWYER

EXPERIENCE

Sports Anchor/Reporter

2015 - Present

WTOL-TV

Toledo, OH

- 2017 Edward R. Murrow Regional Reporting Award.
- 2017 Emmy Nominee for “Best Sports Reporting”.
- Anchor and produce weekend evening sportscasts.
- Reports sports stories for weeknight shows.
- Shoots and edits sports stories and games.
- Performs live shots and Facebook Lives.
- Uses social media to drive viewer engagement.
- Emcees community events.

Production Assistant

Jan. – Sep. 2015

Campus Insiders

Chicago, IL

- Brainstormed ideas for digital media segments.
- Wrote scripts and worked with producers on segments.
- Helped create graphics used in shows.
- Researched various information used by talent in shows.

Digital Reporter

March-August 2015

Heavy.com

Chicago, IL

- Researched and wrote web articles about athletes, coaches and celebrities.
- Was the first person to publish “5 Fast Facts You Need to Know” articles.
- Helped grow Heavy’s online presence.

Lead Reporter/Editor

2014 - 2015

Chicago Talks and Beyond the Game

Chicago, IL

- Lead reporter for national award-winning community news site.
- Editor responsible for reviewing contributor’s articles.
- Collaborated with writers to provide unique sports content.

Digital Media Planner/Buyer

2011 - 2013

JWT Action

Akron, OH

- Optimized Google, Facebook and online digital display, mobile and tablet advertising campaigns.
- Managed multiple campaigns simultaneously across various clients such as John Deere and Kimberly-Clark.

EDUCATION

Columbia College Chicago

- 2015 M.A. Journalism

Thiel College, Greenville, PA

- 2011 B.A. Business Communications and Media Communication.