

CAROLYN CERDA

EXPERIENCE

Anchor/Reporter WEAR-TV

**2020 - Present
Pensacola, FL**

- Anchors weekend evening newscasts.
- Leads newsroom on weekends.
- Reports stories for weekday shows.
- Goes live from the scene of stories.
- Shoots and edits stories.
- Maintains social media presence for the station.
- Writes and posts stories to the station website.

Evening Anchor/Reporter WSIL-TV

**2016 - Present
Carterville, IL**

- Anchored 5, 6, 6:30 and 10pm weekday newscasts.
- Reported for weekday shows.
- Went live from various news stories.
- Created and promoted stories and coverage on multiple social media sites.
- Newsroom leader: guided reporters, approves scripts, helps producers and develops story ideas.
- Mad appearances for the station.

Evening Anchor/Reporter WHSV-TV

**2014 - 2016
Harrisonburg, VA**

- 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.

Associate Producer KXAS-TV

**2012 - 2014
Dallas, TX**

- 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.

Reporter/MMJ KTBS-TV

**2011 - 2012
Shreveport, LA**

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

Producer/Reporter KATC-TV

**2007-2011
Lafayette, LA**

- 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.

EDUCATION

University of Texas at Arlington

- 2007 Bachelor of Arts in Broadcast Communications.