

Alicia Roberts Tampa, FL

Represented by: Liz Sherwin Napoli Management Group Sherwinl@tvtalent.com 310 385 8243

4/05 -10/10 NAVTEQ - Ind. Contractor for WFLA NBC, Tampa, FL

Anchor/Reporter

- Multi-media reporter responsible for enterprising, promoting and broadcasting breaking news and print and television feature reports on *WFLA TV*, *TBO.com*, and The Tampa Tribune
- Traffic Anchor during 4 hour live news coverage weekdays on *News Channel 8 Today*
- Fill-in anchor for *News Channel 8 Today*
- General Assignment Reporter for *WFLA TV* and The Tampa Tribune
- Post news previews, updates, and viewer response prompts to more than 8,000 fans combined on my social network outlets, *Facebook* and *Twitter*, multiple times throughout each news day
- Maintain and generate new traffic to my blog on *TBO.com*, one of the top ten most viewed pages on *TBO.com*
- Received 2010 Tampa Bay Business Journal "Up and Comer Award" for my professional achievements and community service outreach
- Earned "Best Morning Newscast" along with my three co-anchors in 2006 and 2007
- Hosted Tampa Bay Rays Games at Tropicana Field (2008-2010) and All Children's Hospital Live Telethon (2010)
- Previously worked for WCAU NBC Philadelphia, WMMR 93.3 and WXPB 88.5 Radio

4/04 - 4/05 WTFX Fox 29 Good Day Philadelphia

Producer, Writer

- Produce "Your Money" and "Consumer Connection" segments for *Good Day Philadelphia*
- Writer for 4 hour live *Good Day Philadelphia* newscast
- Prepare daily news reports and web content for WTFX website

EDUCATION:

DREXEL UNIVERSITY, Master of Science, Communications, GPA: 3.90

TEMPLE UNIVERSITY, Bachelor of Business Administration, GPA: 3.92