

# JANELLE JORDAN

Demo Reel: [talentapes.com/janellejordan](http://talentapes.com/janellejordan)

Email: [janelle.jordan@live.com](mailto:janelle.jordan@live.com)

Phone: 315-729-3109

---

## PROFILE

Award winning journalist eager to leverage more than 12 years of experience in mass media and community outreach. Demonstrated ability to network effectively with diverse groups, build strong community ties and a proven track record of developing successful solutions for communication challenges and dynamic marketing. Repeatedly commended by senior management throughout career for superior written and verbal communication skills including a strong combination of high energy, creative talents and analytical thinking.

## CORE STRENGTHS

On-Air Delivery and Presentation

Multimedia Broadcasting

Headline Writing & Development

Cross-Functional Teamwork

Communication & Interpersonal Skills

Shooting and Editing Proficiency

Breaking News Coverage

Team Leadership & Supervision

Public Speaking & Presentation

Interview Expertise

Social Media Management

Community, Client and Charity Relations

## PROFESSIONAL EXPERIENCE

**BRIGHT HOUSE NETWORKS-** Central Florida News 13, Bay News 9 and WMMB News Talk Radio  
Orlando- St. Petersburg, Florida, 2009-2012

Weekend News Anchor, Field Anchor, Senior Weekday Reporter, Multimedia Journalist, News Talk Radio Reporter, Photographer and Editor. Multimedia Reporter for CF News 13 On Demand and CFNews13.com.

Led daily news lineup including high-profile national and international breaking news and headlines

Delivered extensive on-air live coverage including daily interviews and news segments

Developed, researched and investigated headline leads and sources for multiple platforms

Responsible for writing, shooting and editing daily content under tight deadlines

Published and maintained daily content for News 13 website and social media outlets

Advanced corporate communications while integrating extensive marketing initiatives

Commended for numerous public speaking events involving the community, clients and charities

**BELO CORPORATION-** KREM 2 News

Spokane, Washington, 2008-2009

Weekday Morning and Noon News Anchor, Field Anchor, Senior Reporter and Noon Producer

Promoted to weekday morning and noon news anchor within three months

Directed daily news lineup including high-profile, national and international breaking news and headlines

Delivered extensive live news coverage including daily live interviews and news assignments

Developed unique concepts and content for investigation and development

Responsible for researching, interviewing, writing and delivery of daily multimedia content

Demonstrated community outreach through multiple speaking engagements and public initiatives

Successfully increased morning ratings to the highest in 12 years beginning March 2009

GRANITE BROADCASTING- WTVH CBS 5, FOX 68 and WFBL AM-WSEN FM  
Syracuse, New York, 2005-2007

Weekday Morning and Noon News Anchor, Producer and Talk Radio Reporter

- Managed a staff of six in the delivery of four hours of daily news production and programming
- Created and produced original content from beginning to end on a daily basis
- Conceptualized new program and virtual set design as part of morning show transformation
- Worked closely with sales team to design new marketing campaign promoting station modifications
- Conducted the successful launch of morning show redesign and marketing campaign
- Successfully increased morning ratings 250% from May 2006 to May 2007

TIME WARNER CABLE- News 10 Now, Capital News 9 and WFBL AM-WSEN FM  
Syracuse- Albany, New York, 2003-2005

Weekend News Anchor, Field Anchor, Senior Reporter, Multimedia Journalist, Photographer and Editor

- Promoted from weekend evenings to higher rated morning program within a year
- Led weekend morning news program, high profile events and extended live coverage
- Pitched interviews and story ideas for comprehensive day-to-day programming
- Responsible for shooting video, interviewing, writing, editing and delivering daily news stories
- Developed multiple contacts through local and national networking
- Served as company spokesperson at multiple charity events and organized functions

BEARTOOTH COMMUNICATIONS COMPANY- KTVH NBC 12  
Helena, Montana, 2001-2002

Weekday Evening News Anchor, Evening Producer, Senior Reporter, Photographer and Editor

- Served as lead anchor and producer while managing extensive television programming
- Responsible for content creation, writing, interviewing, shooting and editing under tight deadlines
- Actively involved in community outreach including multiple client and charity events

## **EDUCATION**

Walden University, Minneapolis, Minnesota, May 2009

Master of Business Administration, Marketing, 3.93 Cumulative GPA, Magna Cum Laude

Southern Utah University, Cedar City, Utah, May 2001

Bachelor of Science, Communication, Broadcasting Emphasis, 3.65 Cumulative GPA, Magna Cum Laude

## **TECHNOLOGY**

Macintosh and PC Systems, Microsoft Office Suite Software and Apple iWork

Google Analytics, PRWeb, WordPress and Constant Contact

Adobe Illustrator, Photoshop, Extensive Knowledge of Mac Editing Software and Applications

Dalet Digital Media Systems, Associated Press and Electronic News Production System

Linear and Non-Linear Editing, Final Cut Pro X, AVID Liquid and DVCPRO

Cameras, Panasonic P2HD and DVCPRO

## **HONORS**

Sunshine State Award- Society of Professional Journalist- Excellence in Reporting, 2011

Walter Cronkite Award- News 13 Station Coverage, 2010-2011

RTNDA Edward R. Murrow Award- KREM Station Coverage, 2008-2009

Broadcaster of the Year Award- Southern Utah University, 2000-2001

Distinguished Service in Broadcasting Award- Southern Utah University, 1999-2000