

# Marissa Perlman

*represented by*

The Naso Group

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## WORK EXPERIENCE

INTERIM NEWS DIRECTOR

WETM--TV

ELMIRA/CORNING, NY

10/2013--2/2014

Held position concurrently with News Anchor responsibilities

Oversaw November Ratings Period

Led and trained newsroom staff during HD transition

Held weekly reporter writing/training meetings

Daily communication with sales, production, web departments and General Manager

Responsible for scheduling and employee relation in the newsroom

EVENING NEWS ANCHOR

WETM--TV

ELMIRA/CORNING, NY

5/2013--PRESENT

Solo Anchor/Producer for 5:30PM and 10PM weekly newscasts

Co-Anchor for 6pm and 11pm weekly newscasts

Cultivate and maintain relationships with state and local leaders

Host of weekly 30 minute community affairs program "Community Focus" - Producer and Anchor

Originated and developed weekly segment, "Twin Tiers Hot Spots, highlighting area activities; solo shot edited and produced

Anchor of "Health Matters" segment interviewing area doctors on health trends

Live Field Anchor for primetime newscasts including flooding and Nascar race coverage

Host/M.C. for area community events including "Susan G. Komen, Twin Tiers, Race For The Cure," "The Tribute to Women," and "Jefferson Community Service Awards"

Cultivate stories online and maintain social media presence

MORNING NEWS/GENERAL ASSIGNMENT REPORTER  
WETM-TV  
ELMIRA/CORNING, NY  
6/2012--5/2013

Responsible for daily live shots in the field and in studio

Responsible for producing, shooting, and editing daily packages for morning and primetime newscasts

Shoot, write and edit stories for air and web; provide up to the minute reports on social media

REPORTING INTERN  
CNYCENTRAL, NBC/CBS  
SYRACUSE, NY  
9/2011--12/2011

Report, produce and write stories for air and web, conduct interviews in the field

## **SPECIAL EVENTS**

### **WEEKEND NEWS INTERN**

CBS2

NEW YORK, NY

6/2010--8/2010,

6/2011--8/2011

Responsible for pitching soft and hard new segments, selected as female Anchor for summer newscast

Field Producer for specials and segments like the "Boomer Esiason Run To Breathe"

## **CAREER HIGHLIGHTS**

After first ratings period as Evening News Anchor, saw a 4 point Nielsen ratings increase (November, 2013)

"Best Newscast" – Lead Reporter for "Remembering Carl Proper" - NYSBA 2012

"Best Newscast" – Live Field Anchor for "Watkins Glen Flooding" – NYSBA 2013

"Best Feature" Nomination - "Tommy Hilfiger," "Armed and Female" – NYSBA 2013

2014 Congressional Debate, 23<sup>rd</sup> District – Selected as panelist

## **EDUCATION**

Syracuse University

S.I. Newhouse School of Public Communications

Broadcast and Digital Journalism

May, 2012

Deans List - 4 years

## **TECHNICAL SKILLS**

Adobe InDesign; Adobe Photoshop; Avid Media Composer; Avid Newscutter; FinalCut Pro; Edius,  
V1U1/JVC/DSR Cameras; ENPS; I - News, CNN News source; NBC VOD