

# GIANNA M. CASERTA

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The Naso Group

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## WORK EXPERIENCE

KPRC-NBC 2

Houston, TX

March 2013 - Present

Reporter/ Fill-in Anchor

- \* High energy, live reporter for morning and afternoon newscasts
- \* Breaking news coverage in top 10 market
- \* Shoot, write, and edit stories for multiple live newscasts daily
- \* Pushes to chase the big story
- \* Research and develop story ideas

WALB-NBC 10

Albany, GA

June 2011 – Feb. 2013

Reporter

- \* Shoot, write, and edit stories for live newscasts
- \* Research and develop story ideas
- \* Post stories to the web

WUFT-TV

Gainesville, FL

June 2009 – 2011

Anchor/Reporter/Photographer

- \* Anchor Entertainment News segment.
- \* Shoot, write, and edit stories for daily evening live show, anchor First Edition
- \* Research and develop story ideas
- \* Research and gather national entertainment news

WTVJ

NBC 6

Miami, FL

May 2010 - July 2010

Producer/Intern

- \* Assist reporters and photographers in the field with writing, editing, and photography
- \* Produce and write weekly "Live Miami" Segments
- \* Organize and coordinate daily news coverage

WRUF-AM (CBS)

Gainesville, FL

Jan 2009 – Jan 2010

Reporter/Producer/Anchor

- \* Produce and anchor newscasts
- \* Report in the field as needed
- \* Write and edit stories for broadcast

#### **ORGANIZATIONS**

- \* National Broadcasting Society
- \* Radio Television Digital News Association

#### **TECHNICAL SKILLS**

\* Aurora, Final Cut Pro, Edius, iNews, ENPS, WorldNow, Photoshop, Microsoft Office Suite, MMJ, Writing for the web, Twitter, Facebook, Proficient with both PC and Mac

#### **EDUCATION**

2007 – 2011

University of Florida

Gainesville, FL

B.S. Telecommunications – News

Outside concentration: Business

GPA: 3.52

\*Recommendations available upon request