

CHERYL NELSON

represented by

Paul Brewer

TV Talent Agents

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PROFESSIONAL PROFILE

- Over a decade of broadcast meteorology, TV hosting, disaster preparedness and public speaking experience presenting scientific information to a diverse audience, both nationally and in local markets
- Emmy-nominated certified meteorologist & natural team leader committed to achieving exceptional results
- Official NOAA Weather Ready Nation Ambassador and creative teacher
- Dynamic, articulate and charismatic communicator with strong relationship building skills
- Confident with new technology, graphic design, social media and photography
- Self-motivated planner who can manage multiple responsibilities in a fast-paced environment
- Ambitious, organized and a fast learner

CERTIFICATIONS

- American Meteorological Society Certified Broadcast Meteorologist, CBM Seal #397
- Tornado Awareness, National Disaster Preparedness Training Center (NDPTC)
- IS-700a: National Incident Management System (NIMS) – An Introduction, FEMA
- IS-100b: Introduction to Incident Command System (ICS), FEMA
- IS-22: Are You Ready? An In Depth Guide to Citizen Preparedness, FEMA
- American Red Cross: CPR/AED/First Aid Active Certification

RELATED PROFESSIONAL EXPERIENCE

Broadcast Meteorologist & TV Host - freelance

February 2010-Present

Recent Work:

- 'Get Ready America: The National Hurricane Survival Test;' national TV program produced by Sachs Media (TV Host/Broadcast Meteorologist)
- 'The Real;' Daytime National Talk show (Disaster Preparedness Expert)
- Storm Center Communications (Consultant/Meteorologist)
- The Weather Channel (Disaster Preparedness Specialist)
- WTVR-TV Richmond, VA (Broadcast Meteorologist)
- WVEC-TV, Norfolk, VA (Broadcast Meteorologist)
- VegieFresh (TV Commercial Host)
- Selected Speaker at AMS Broadcast Conference 2015

StormPins

July 2014-Present

Chief Meteorologist/Marketing Director/Media Consultant

- Markets the innovative social weather network, StormPins to various TV stations
- Promotes StormPins on various social media platforms
- Travels nation-wide to train TV station meteorologists on how to use StormPins on-air
- Weather expert for StormPins

International Natural Disaster Preparedness Spokesperson

September 2013-February 2015

Mrs. Virginia International 2014

- Traveled to make over 100 presentations locally, nationally and internationally to promote natural disaster preparedness and severe weather awareness
- Partnered with IAEM, FEMA and NOAA to better educate the public about preparedness
- Selected speaker at World Weather Open Science Conference (WWOSC) in Montreal, Canada
- Partook in media interviews for TV, radio, internet and newspaper to increase awareness about disasters
- Emcee and volunteer for various community events and professional conferences
- Planned, organized and executed "Coastal Virginia's Hurricane PrepareAthon" with over 300 local residents and more than 30 vendors to promote disaster preparedness
- Live guest on "The Weather Channel's" "AMHQ"
- Invited and flew aboard the P-3 Hurricane Hunter with the Director of the National Hurricane Center

Achievements

- 1st place and crowned Mrs. Virginia Int'l in Mrs. Virginia Pageant (50% competition was interview)
- Top 10 finalist in the globally recognized Mrs. International Pageant (50% competition was interview)
- Honored with Top Forty Under 40 Award in Hampton Roads, VA metro area for professional success

World News Network (WNN)/U.S. Joint Staff *January 2010-May 2012 and freelance May 2013-February 2015*

Broadcast Meteorologist/TV Host/Media Planner

- On camera host, meteorologist & writer for WNN newscasts seen at military installations world-wide
- Meteorology, natural disaster preparedness and technical science subject matter expert
- Plan, coordinate and execute World News Network (WNN) media involvement and cultivate relationships with various military and government organizations (FEMA, DHS) during disaster scenario training events world-wide in the interest of public safety and Homeland Security
- Lead media planner/project manager/script writer for key U.S CENTCOM exercise series
- Coordinate briefings, meetings and brainstorming sessions with military and government leadership and provide support for client deliverables
- Attend exercise planning conferences and assist with developing key messaging, training objectives and target audiences
- Coordinate and conduct interviews at press conferences
- Design graphics and developed content for WNN webpage and social media to market during disaster scenario training events
- Write news scripts and meet deadlines in a fast-paced environment during exercise executions

Achievements

- Awarded U.S. CENTCOM Coin for outstanding performance, March 2012 & August 2011
- Awarded U.S. STRATCOM 2-Star General Coin for outstanding exercise performance, June 2010

WAVY-TV/WVBT-TV Norfolk/Virginia Beach/Portsmouth/Newport News, VA

Weekend Evening Meteorologist (6:00/10:00/11:00 newscasts)

January 2007-January 2010

Weekday Science/Feature Reporter

- Analyzed weather data, computer models and observations, managed daily operations
- Formulated weather forecasts for eastern Virginia and northeast North Carolina
- Created maps and weather graphics utilizing geographic information systems (GIS) technology
- Accurately accessed potential emergency natural disaster situations including hurricanes, tornadoes, wild fires, snow/ice storms, nor'easters, thunderstorms, flooding and earthquakes
- Delivered public safety instructions/information to several hundred thousand people during high stress, emergency severe weather situations
- Adapted quickly to changing weather situations and severe weather events during live breaking news/weather segments/cut-ins on television
- Anchored weekly "Pet of the Week" advertising segment
- Created and marketed WAVY's Holiday Lights Contest (2008, 2009)
- Actively volunteered and represented WAVY-TV at community events and through social media

Achievements

- Personal Emmy Nomination, Weather-Single News Story-Promoting Tornado Safety, 2009
- WAVY-TV 10 Weekend Evening Newscasts Rated #1 2007-2009 in the Norfolk Market
- Group Emmy Award for Continuing Coverage of the Suffolk Tornadoes, 2008
- Group Murrow Award for Continuing Coverage of the Suffolk Tornadoes, 2008
- "Best Weathercast" by the Virginia VAPB (Associated Press Broadcasters), 2007

AccuWeather Inc., State College, PA

October 2005-September 2006

National Television Meteorologist

- Provided live weather broadcasts for Fox News Channel, CNBC and the national AccuWeather Channel
- Delivered 60-80 digital weather broadcasts daily for cities nationwide on Accuweather.com and smartphones

WSTM/WSTQ-TV Syracuse, NY

December 2003-October 2005

Chief Meteorologist for WSTQ (10 PM newscast)

5:00/5:30/6:00 PM Science/Weather Live-Shot Reporter for WSTM

- Analyzed weather data, computer models and observations, managed daily operations
- Formulated weather forecasts for Central New York

WSYR-TV Syracuse, WIVT-TV Binghamton, WUTR-TV Utica, WWTI-TV Watertown, NY

February 2002-November 2003

Weekday Morning Meteorologist, Central New York Regional Morning Show (5-7 AM newscast)

- Analyzed weather data, computer models and observations, managed daily operations
- Formulated weather forecasts for the North Country, Mohawk Valley and Southern Tier of New York

COMMUNITY SERVICE

- Board of Directors member: Penn State University, College of Earth & Mineral Sciences (2010-Present)
 - ❖ Outreach Committee Co-Chair
 - ❖ Builds and strengthens relationships between students, faculty and alumni