

SILVA HARAPETIAN

represented by

The Naso Group

Michael Naso

305-682-0564

michael@nasogroup.com

Experience

Reporter/ Special Projects Producer July 2015 – Present

WFOR – Miami, FL

- Pitched, produced, wrote special projects and enterprising stories for sweeps
- Produced exclusive, general assignment and promotable stories for newscasts and website
- Executed live breaking news and live reports for daily newscasts

COO, Strategic Branding, Marketing & Mult-Media Executive Aug 2013- Present

Freedom Seven Incorporated – Miami Beach, FL

- Create strategic publicity campaigns for global clients using broadcast, digital and social media platforms
- Develop and execute marketing plans by producing online content for clients and their online presence
- Launch and publicize multiple online businesses through social media and digital news trends

Reporter Feb 2011 – Aug 2013

WFOR – Miami, FL

- Pitched, produced, wrote and delivered enterprising, dynamic and breaking news for daily newscasts
- Produced exclusive, general assignment and promotable stories for newscasts and website
- Executed live breaking news and live reports for daily newscasts

Co-Founder/Content Creator March 2009 – Dec 2013

HighwaytoHusband.com

- Appeared on "The Today Show" with Hoda & Kathie Lee and contributors for "The Nate Berkus Show"
- Developed brand, marketing and PR strategies for the launch of the website and social media campaigns
- Implemented strategic systems for the maintenance of daily video and written content for the website

Reporter Nov 2006 – Sept 2009

WDIV-TV, Detroit, MI

- Pitched stories, developed leads, conducted interviews and wrote as many as five different packages daily
- Delivered live shots and breaking news stories with an assertive “show and tell” style
- Pursued exclusive interviews, videos and pictures, beating other news outlets on stories

Reporter Aug 2005 – Sept 2006

KXAN TV, Austin, TX

- Gathered, wrote, produced segments and live shots as a general assignment reporter
- Reported on Gov. Ann Richards’ Funeral, Presidential visits, UT Championship and Hurricane Katrina
- Uncovered medical misdiagnosis and flawed investigation involving death of a boy and his jailed parents

Reporter/Anchor March 2004 – Aug 2005

KSWO TV, Lawton, OK

- Produced and anchored the weekend morning show and represented the station at community events
 - Cultivated sources, researched stories, conducted interviews, wrote scripts and edited for newscasts
 - Exposed mismanagement of a federally funded program that led to a federal inquiry and resignations
- Morning Show Producer

KBAK 29, Bakersfield, CA Sept 2003 – March 2004

KGET 17, Bakersfield, CA Dec 2002 – Sept 2003

- Produced weekday 2-hour morning show, and was responsible for all phases of newscast
- Worked with reporters on story development, live shots and booking interview segments
- Delegated duties to writers, anchors, editors, graphics personnel and worked closely with directors

Reporter/Anchor Dec 1998 – Dec 2002

KMPH NEWSRADIO, Fresno, CA

- Interviewed sources, wrote, edited and reported breaking news stories for a 24-hour all news radio station
- Supervised daily editorial news meetings, assigned stories, and produced fast-paced newscasts
- Created law enforcement and community sources that led to many exclusive and breaking news stories

Education

University of Southern California | BA, Communications Arts and Science June 1997