

# Shavonne “Von” Gaskin

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## Summary of Qualifications

A professional, offering more than ten years of successful meteorology and broadcast experience combined with two advanced degrees. Highly successful in community organization, volunteerism, writing, reporting and anchoring television news and weather for broadcast. Additionally, I have a strong background in public presentation, building graphical elements and electronic studio editing.

## Broadcast Experience

April 2010-Current: Meteorologist

WIS-TV/Raycom Media

- I forecast and anchor for the weekday and weekend television shows.
- I am seen across the Midlands of SC.
- Currently using WSI for weather graphics
- Tag team extended severe weather coverage
- Active on all Social Media Outlets

August 2008 – January 2010: Anchor/Meteorologist

WNCT – TV/ Media General

- Anchor and forecast for a commercial television station that is well respected across Eastern North Carolina.
- I record two segments daily for our Web Site that can be seen nationally.
- I write a web blog daily that is seen nationally by viewers of Media General’s Franchise of Web Sites.
- Prepare and deliver accurate and compelling weather stories for a commercial television station.
- Produce and record 5 daily radio segments for various local stations that are heard by a wide variety of viewers.
- Make personal appearances at local schools and churches in the community.

June 2004 – June 2006: Weekend /Fill-in Meteorologist/Weather Anchor

WPDE News Channel 15 (ABC)

- Analyzed model output statistics (MOS), upper air data, satellite, and radar imagery.
- First responder during severe weather outbreaks in the Pee Dee or Myrtle Beach areas of South Carolina.
- Prepared and delivered accurate and compelling weather stories for a commercial television station.
- Produced a daily radio segment for various local stations.
- Replaced chief and morning meteorologist for periods lasting up to two weeks.
- Made personal appearances at local schools and churches in the community

January 2008 – August 2008: Host, Reporter, Producer  
WVCD 790 AM

- Anchored and produced a weekly radio news show that focused on news in the community.
- Reported on weekly events taking place in the Bamberg, Denmark and Orangeburg Areas by interviewing hosts and organizers.
- Supervised a crew of reporters by fact checking and editing their packages.

November 2007 – August 2008: Prospect Researcher/Public Relations Dept.  
Asst

Voorhees College

- Maintained databases of board members, staff, volunteers, individual donor files, and special event files.
- Composed a fundraising handbook for the college to begin a Capital Campaign in 2010.
- Cultivated relationships with current and prospective donors to solicit support for faculty and university funding.
- Assisted the Director of Marketing & Media Relations with writing and editing press releases, school publications, and photography using Associated Press Style Standards.
- Wrote speeches, letters and articles for the Office of the President.

October 2006 – November 2007: Technical Director/Production Assistant  
South Carolina Educational Television

- Directed television shows of the Beaufort County Council and School Board meetings by choosing camera shots, angles and ranges of view.
- Efficiently operated sound and production equipment to produce a flawless weekly program under little supervision.
- Assisted in the production of “LowCountry in Focus” by building graphics, operating cameras & floor directing

October 2006 – November 2007: Volunteer Coordinator / Trainer  
CODA, Citizens Opposed to Domestic Abuse

- Responsible for recruiting, managing and staffing all volunteer programs and documenting volunteer hours as required by state and federal funding.
- Solely responsible for the recruitment and management of all volunteers.
- Train, supervise and staff all activities according to state and federal funding guidelines.
- Track and calculate all statistics and hours of work.
- Plan activities and events for volunteer appreciation.

October 2006 –November 2007: Community Awareness Coordinator  
CODA, Citizens Opposed to Domestic Abuse

- Public speaker for CODA, a non-profit organization.
- Represented the non-profit at all public and private events by giving formal presentations, speeches, and disseminating info.
- Produced brochures, flyers, letters and other forms of communications for the community.

## **Education**

Masters of Science, Broadcast Meteorology, May 2004

Mississippi State University (On-Campus)

Starkville, MS

Bachelors of Arts, Broadcast Journalism and Mass Communications

University of South Carolina

Columbia, SC

## **Skills**

*Computer:* Adobe Photoshop, Illustrator, HTML, MS Word, PowerPoint, Excel, Typing, Internet, including social networking websites, Web Site Content Management, Avid Editing.

*Photography:* Digital, 35mm, Video

*Other:* Associated Press Style Standards, Proofreading, Public Speaking, Social Media