

ANNALISA BURGOS

Represented by The Naso Group - Michael Naso - 305.682.0564 - Michael@NasoGroup.com

CAREER SUMMARY

International TV news anchor and award-winning multimedia journalist with 17+ years in breaking news, business and lifestyle reporting, editing and production under intense deadlines at top media companies

PROFESSIONAL EXPERIENCE

ABS-CBN NEWS CHANNEL (ANC), Manila, Philippines **Feb 2017 – present**

News Anchor, Managing Editor

- Anchor and produce segments for English-language international newcasts “Early Edition” and “News Now”
- Oversee channel’s international and U.S. news coverage and report/produce packages for all newscasts
- Source and interview global personalities and analysts for breaking news and topics with Asia focus
- Anchor breaking news from 9am-12pm, adlib live events and interview guests
- Leverage social media in reporting, engaging audiences and promoting shows

FREELANCE, Worldwide **May 2016 – Feb 2017**

Video Host/Producer, Writer and Media Consultant

- Wrote articles and hosted/produced videos for clients, such as Yahoo!, Mashable
- Assisted clients with media strategy and press events, hosting conference programs and emceeding galas

CHANNEL NEWS ASIA, Singapore **Nov 2013 – May 2016**

News Anchor, Correspondent, Senior Producer

- Anchored/produced segments for Asia’s leading English language weekday morning show “FirstLook Asia”
- Did live reports and field produced live and taped segments across Asia
- Sourced/interviewed global personalities and analysts to discuss news and trends from an Asian perspective
- Hosted/produced weekly food travel series “What’s Cooking,” focusing on food trends and celebrity chefs
- Anchored the “News Now” half-hour news program at 9am, 10am and others as needed
- Leveraged social media in reporting, engaging audiences and promoting shows

FREELANCE, Worldwide **Mar 2012 – Nov 2013**

Writer and Video Host/Producer

- Wrote articles and hosted/produced videos about restaurants, food culture, real estate and technology for clients, such as The Wall Street Journal, Yahoo!, Food Network’s CityEats.com, Epicure, Spreecast, Examiner
- Created food and travel blog at foodcations.com

BLOOMBERG TV, New York, NY **Nov 2011 – Mar 2012**

Anchor, Writer and Producer

- Wrote, produced and anchored multiple 2-minute daily morning business reports for local TV affiliate partners throughout the U.S., including WPIX in NYC and KTLA in Los Angeles
- Wrote, produced and anchored business reports and conducted interviews for Bloomberg India UTV
- Promoted news reports through social networking, including Facebook and Twitter

HGTV – SCRIPPS NETWORKS, New York, NY **Jul 2007 – Nov 2011**

Senior Editor and Video Host/Producer

- Led and oversaw production of multimedia content, videos and slideshows for HGTV’s portfolio of brands
- Launched HGTV’s FrontDoor.com in Nov 2007 and HGTVRemodels.com in Sept 2011
- Developed and implemented content, SEO and social media strategies while analyzing performance data
- Managed staff and 50+ freelancers, collaborated with internal teams and third parties to launch projects
- Represented HGTV and Scripps Networks in media appearances and at industry events
- Hold real estate salesperson license in New York

CNBC.COM, Englewood Cliffs, NJ **Jan 2007 – May 2007**

Features Writer, News Editor and Anchor

- Reported and wrote market analysis reports on various industries, such as tech, toys, fashion, video games
- Monitored and posted breaking news to website
- Anchored video market updates and conducted on-camera interviews

FORBES.COM, New York, NY **Oct 2004 – Jan 2007**

Anchor and Field Reporter

- Booked and interviewed celebrities, CEOs, industry experts and newsmakers on camera for breaking news and analysis, such as Mark Zuckerberg and Christie Hefner
- Reported on Wall Street, New York Stock Exchange, housing and energy markets, industry conferences and events, such as E3, New York Fashion Week and US Open
- Built internal online video network from ground up, with proven results for reaching ad sales targets
- Produced and hosted business lifestyle video series and special reports, including "Funny Money" about the rise of counterfeit money

LOS ANGELES PUBLIC LIBRARY, Los Angeles, CA

Jun 2002 – Jul 2003

Public Relations Specialist

- Developed and managed public relations and marketing campaigns for US' second largest city library system
- Wrote, produced and edited content for the children's and adult literacy programs and other clients
- Pitched stories and cultivated media relationships. Planned events, public speeches and groundbreakings.

THE ORANGE COUNTY REGISTER, Anaheim, CA

Nov 2000 – Jan 2002

Anaheim Reporter

- Covered Orange County's second largest city, including City Hall, cops, Disney, education and business
- Broke local news and enterprised and wrote 7-10 stories weekly

EDUCATION

COLUMBIA UNIVERSITY, GRADUATE SCHOOL OF JOURNALISM, New York, NY

M.S. in Journalism, specialization in Broadcasting

Aug 2003 – May 2004

UNIVERSITY OF CALIFORNIA, LOS ANGELES, Los Angeles, CA

B.A. in Mass Communication Studies, B.A. in English

Aug 1995 – Mar 2000

College Honors, Chancellor's Service Award, Commencement speaker

SKILLS

Languages: Conversational Spanish, Tagalog, Basic Mandarin

Programs: Newsgathering and wire systems (Associated Press wire/ENPS, NewsBrowse, INews, NewsEdge, FirstTrack, Lexis-Nexis), content management systems (CCI, WorkBench), Omniture, WordPress, linear and non-linear editing (Final Cut Pro, Avid, ProTools), camera gear (Sony, Panasonic), Microsoft Suite

WORK SAMPLES: bit.ly/Annalisa-Burgos-videos

South China Sea warship series on Yahoo News:

bit.ly/USS-Stethem, bit.ly/Gregorio-Del-Pilar, bit.ly/French-Navy-warships

Food Travel Series on Channel News Asia: bit.ly/Annalisa-food-travel

Jamie Oliver interview on Channel News Asia: bit.ly/jamie-oliver-cna

AWARDS & AFFILIATIONS

- CableFAX 2011 Best of the Web "Best Original Content" Winner: HGTV's FrontDoor.com Home Styles Guide
- CableFAX 2010 Best of the Web "Best Original Content" Honorable Mention: HGTV's FrontDoor.com First Time Home Buyer's Guide
- [Asian American Journalists Association \(AAJA\)](http://Asian American Journalists Association (AAJA)) – 2016 National Convention Emcee & Panelist, 2010-2011 National Governing Board Member, 2010 Executive Leadership Program, active member since 1999
- [National Association for Multi-Ethnicity in Communications \(NAMIC\)](http://National Association for Multi-Ethnicity in Communications (NAMIC)) – 2010 Executive Leadership Development Program, 2009-2010 New York Programming Committee, 2009 and 2010 convention blogger
- [Radio Television Digital News Association \(RTDNA\)](http://Radio Television Digital News Association (RTDNA)) – 2010 convention editorial staff, volunteer
- [International Women's Media Foundation \(IWMF\)](http://International Women's Media Foundation (IWMF)) – 2009 Leadership Institute participant