

ALANA LAFLORE

CREATIVE, ORGANIZED & DEADLINE DRIVEN MEDIA PROFESSIONAL



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www.alanalaflore.com



Kansas City, MO

EDUCATION

MASTER OF SCIENCE, Broadcast and Digital Journalism

Syracuse University, S.I.
Newhouse School of Public
Communications

BACHELOR OF ARTS, Radio/Television/Film and Public Relations/ Organizational Communications

Marist College

SKILLS

Adobe Creative Suite
Analytics Tools
AP Style Writing
Brand Building
Broadcast Writing
Campaign Management
Communications Strategy
Community Outreach
Content Creation
Crisis Communications
Cross Platform Storytelling
Digital Content Strategy
External Communications
Event Production
Internal Communications
Interpersonal Communication
Media Kit Development
Media Planning
Microsoft Suite
Public Relations
Reputation Management
Social Media Marketing
Social Media Strategy
Search Engine Optimization
Strategic Communications
Time Management
Video Editing

EXPERIENCE

REPORTER

FOX4 WDAF-TV // Kansas City, MO // March 2018 - Present

- Research, investigate and write stories daily against urgent deadlines for the #1 rated station in the Kansas City Nielsen Designated Market Area (DMA)
- Collaborate on visual elements of stories with a team of photographers daily
- Present reports live using clear and concise language skills
- Communicate with producers and managers to propose and pitch the best content to advance station goals, objectives and branding
- Create content for digital platforms to engage viewers and increase newscast viewership, create branded social media content for an audience of 3,000 plus followers and maintain ongoing social media campaigns for 60,000 followers
- Successfully grow social media engagement to meet monthly goals
- Research, plan and organize multiple projects simultaneously
- Build professional relationships with community members, leaders and advocates using strong interpersonal communication skills
- Remain flexible and ready to adapt to constant shifts in story and project direction and development while ensuring accuracy and adhering to ethical standards

MULTIMEDIA JOURNALIST

NewsChannel9 WTVC // Chattanooga, TN // February 2016 - February 2018

- Developed, researched and pitched enterprise story ideas daily then reported, coordinated, wrote, shot and edited two stories daily on deadline by using strong time management skills
- Shot and edited video for news stories and presented content live and in field, while communicating with newsroom to coordinate content development and story emphasis
- Promoted stories and created unique, compelling content for multiple electronic and social platforms and wrote online versions of stories with additional content

VIDEO JOURNALIST

Time Warner Cable News // Syracuse, NY // February 2014 - February 2016

- Reported multiple stories daily as an independent, one-person band for a 24-hour local/regional cable news network
- Responsible for pitching and executing daily story ideas and then developing, researching, shooting and editing final product on deadline
- Voted Employee of the Month (November 2015) by colleagues and voted as video journalist with the most creative stand-ups by colleagues
- Independently secured contacts and sources, established presence and relationships in the community
- Spent one year and three months reporting from the station's Utica, NY bureau before promotion to main Syracuse newsroom