



BRIANA ALDRIDGE

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Summary

Professional Sports Anchor/Reporter with extensive knowledge in various broadcasting roles. Successful at finding and reporting on dynamic stories and fact-checking quickly and accurately. Committed to incorporating work experience to next generation of students.

Skills

- Video editing
- Digital photography
- Researching
- Media operations understanding
- Field reporting
- Associated Press style proficiency
- TV broadcasting

Experience

- Sports Reporter** 06/2022 - Current
WKBW News 7 | Buffalo, NY
- Utilize understanding of public opinion, social media and traditional media use to create engaging and attention-grabbing stories.
 - Publish special headlines and content for social media.
 - Handle video editing tasks and choose shots to match sports stories.
- Substitute Teacher, K-12** 02/2022 - 06/2022
Swing Education | Tracy, CA
- Provided notes and reports on school day activities to primary teacher.
 - Requested as substitute teacher based on excellent referrals and trusted performance.
 - Maintained student attendance and assignment records to prevent lapses during teacher absences.
- Substitute Teacher, K-7** 08/2021 - 02/2022
Mountain View Academy | Colorado Springs, CO
- Implemented lesson plans assigned by classroom teacher to educate students about key concepts.
 - Enforced classroom routines to keep students on schedule and operating at consistent level.
 - Engaged students in discussions to promote interest and drive learning.
- Sports Anchor/ Reporter** 04/2021 - 02/2022
KOAA News 5 | Colorado Springs, CO
- Posted on social media sites and KOAA's website weekly.
 - Edited videos and interviews before publication.
 - Interviewed sources, contacts and leads to gather information for stories.
 - Performed extensive research to back up stories.
- Sports Reporter** 07/2019 - 04/2021
KATC News | Lafayette, LA
- Interviewed players and coaches to provide fans with team insights.
 - Monitored daily sporting events and issues to discuss and report pertinent news.
 - Reported real-time pre- and post-game coverage of sporting events.
 - Built valuable network of sports and broadcast professionals for interviews.

Morning News Anchor

04/2017 - 07/2019

WTAP News | Parkersburg , WV

- Created tightly written news stories crafted from reliable sources.
 - Posted on social media sites frequently to increase news broadcast traffic.
 - Participated in brainstorming sessions with management to develop exciting and informative content, including teases and promotions.
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Education and Training

PhD.: Strategic Media

Expected in 05/2024

Liberty University | Lynchburg, VA

Master of Arts: Journalism

12/2019

University of Nebraska - Lincoln | Lincoln, NE

Bachelor of Arts: Mass Media

05/2016

Clark Atlanta University | Atlanta, GA

Certifications

-TESOL

-Hootsuite Social Marketing