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# Jessica Soflane

## Objective

*An advanced position allowing me to demonstrate my ability to write, report and produce media content.*

## Profile

Ambitious, determined broadcast journalism graduate with several years experience in television and the ability to learn fast and adapt quickly. Strong leadership and interpersonal skills allow me to communicate effectively and get the job done right. My enthusiasm and dedication to delivering news to my target audience keeps my energy high and my commitment unflinching. I enjoy writing, producing, decision-making and the thrill of breaking news.

## Professional Experience

2007-2008                      WFMY TV-2                      Greensboro, North Carolina  
**Weekend Assignment Editor**

- Designed and scheduled story assignments and news coverage for weekend newscasts.
- Managed multiple crews and staff, local coverage and breaking news.
- Partnered with producer to build number one rated weekend newscasts market 44.

Summer 2005                      WGUL FM                      Palm Harbor, Florida  
**Public Relations/Advertising Assistant**

- Assisted account executives and managers with on and off-site promotions.
- Designed flyers and other promotional material for advertising promotions.

## Media Internships

Summer 2007                      WFMY TV-2                      Greensboro, North Carolina  
**Associate Producer Intern**

- Produced scripts for the 5, 6 and 11 p.m. newscasts.
- Assisted the producers in newsgathering and rundown building.
- Occasionally filled-in on shows and back timed newscasts on air.

2007-2008                      Elon Student TV                      Elon, North Carolina  
**General Station Manager**

- Managed 120 student staff members and 2 student-produced shows.
- Made executive decisions concerning show content, studios and budget.
- Represented ESTV with University administration and staff.

2006-2007                      ESTV: University                      Elon, North Carolina  
**University Producer**

- Managed show content, rundown and production.
- Developed topics and produced content.

2006-2007 Student Newspaper - Pendulum Elon, North Carolina

**News Editor**

- Managed news section for the paper, including layout and design.
- Managed a news staff of more than a dozen reporters.
- Managed and produced content, including front-page articles.

2005 ESTV: Phoenix Report Elon, North Carolina

**Hard News Producer**

- Managed hard news segment.
- Managed and produced content, including lead story.

2004 WFTS TV-28 Tampa, Florida

**General Assignment Intern**

- Trained in assignment desk related duties, like beat checks.
- Shadowed reporters, producers, photographers, anchors and staff.
- First major experience in television news.

**Education**

2006 - 2010 Elon University Elon, North Carolina

- B.A., Broadcast Journalism / Minor in English with Creative Writing Emphasis

**References**

*Resume tape and additional references/material on request.*

**Loren Richards**

WFMY TV-2  
Greensboro, NC  
News Director  
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**Tom Estes**

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**Constance Ledoux Book**

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# Adam Norville

## Objective

A challenging broadcast news position

## Profile

Relevant experience and training in:

- Newscasting
- Reporting
- On-camera delivery
- Video editing with Final Cut Pro software
- Camera equipment operation

## Education

Elon University, Elon, North Carolina Fall 2007 – Present

- Major: Broadcast Journalism
- Minor: Business
- President's Academic Achievement List
- Cumulative GPA: 3.80
- Projected Graduation Date: 2011

## Media Experience

**FreshTV**, Elon University, Elon, North Carolina Fall 2007

- Accelerated-training program that prepares students to be successful in all areas of communications.

**ESTV: Phoenix14News**, Elon, North Carolina Fall 2007 – Present

- **Reporter** – wrote, shot and edited packages for Elon's weekly news show; learned to compose quality stories under deadline.
- **Weatherman** – experience in reporting weather "live."
- **Camera Operator** – operated camera during shows weekly.
- **Editorial Assistant** – recorded and distributed notes from news meetings to staff.

**Pendulum Student Newspaper**, Elon, North Carolina Spring 2008

- **Journalist** – wrote online print, took photos to accompany stories. Produced online stories with pictures that were featured in newspaper and on Web site.

## Leadership

Elon University, Elon, North Carolina Fall 2007 – Present

**Phase III Coordinator** – Isabella Cannon Leadership Program

- Supervise 62 Phase III members
- 4-6 Office Hours per week on top of 18 credit-hours for classes
- Schedule workshops, send weekly emails

## References

*Reel, additional references and portfolio available on request*

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