

# CARLA PESONO

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*I consider myself a storyteller. This is why I crave the challenges of being a journalist-someone who captivates an audience with stories that matter.*

## WORK EXPERIENCE

### **Morning News/Weather/Traffic Anchor**

WVLA-TV Baton Rouge, LA

2015-Present

#### ❖ **Anchor**

- Anchoring live broadcasts
- Live interviews

#### ❖ **Weather Anchor**

- Produces and conducts live ad-libbed weather forecasts
- Conducts live cut-ins during severe weather events
- Presents weather live on location

#### ❖ **Food Segment Host: "Carla's Kitchen"**

- Created own weekly food segment
- Hosts, writes, produces and edits each edition

### **Morning News Co-Ancor/Weather/MMJ Reporter**

KSNF-TV Joplin, MO

2013-2015

#### ❖ **Anchor**

(Same experience above)

#### ❖ **Reporter**

- Anchoring live broadcasts
- Live interviews
- Breaking news live shots
- Feature writing
- Writes, shoots and edits

#### ❖ **Fill-in Anchor/Host**

- Lifestyle show host-"Living Well"
- Evening weather anchor
- Live on location host
- Conducts live in-studio interviews and segments

#### ❖ **Food Segment Host: "Four State Finds"**

## OTHER EXPERIENCE (2009-2012)

**WGN Morning News-** Broadcast Assistant (Chicago, IL)

**Comcast SportsNet-** Host/Reporter: "Windy City Poker Championship" (Chicago, IL)

**Bravo TV, Authentic Films-** Production Assistant: "Flipping Out" (Chicago, IL)

**Windy City Webcast-** Anchor: Entertainment News, Columbia College (Chicago, IL)

**Fox Chicago News-** Morning News Assignment Desk Assistant (Chicago, IL)

**Manifest Urban Arts Festival-** Live Anchor, Columbia College (Chicago, IL)

**The Buffalo News-** Online Event Reporter (Buffalo, NY)

**Hackett Films Animation Co.-** Production Assistant (Sydney, Australia)

## AWARDS

**2015 KAB Award Winner:** 2<sup>nd</sup> Place for Medium Market Morning Newscast

**2014 KAB Award Winner:** Honorable Mention Medium Market News Feature/Enterprise Story

**2010 Student Achievement Award Nomination:** Chicago/Midwest Chapter NATAS: College Newscast

## SKILLS

Adobe Premiere, Avid Media Composer, Final Cut Pro, WSI Max System, Weather Central, iNews, ENPS Client

## EDUCATION

**Columbia College Chicago:** Bachelor's Degree- Broadcast Journalism TV (GPA: 3.8/4.0)