

Danielle Serino

c/o Napoli Management Group
8844 West Olympic Boulevard, Suite 100
Beverly Hills, California 90211
310.385.8222

CAREER SUMMARY

A personality-driven, Emmy Award-winning news anchor and investigative consumer reporter. More than 15 years of experience in daily, deadline television and radio news. An attractively memorable on-air presence with an irreverent, edgy style that draws and keeps loyal viewers.

EDUCATION

Northwestern University

Evanston, Illinois
Bachelor of Science in Communication Studies, Dean's List

PROFESSIONAL EXPERIENCE

Anchor/Investigative Reporter

2006 to Present

WOIO-TV, Cleveland, Ohio

Weekday anchor of the noon, 4:30 and 5:30pm broadcasts. Duties include all phases of newscast production and on-air execution in a Top 20 market. Responsible for in-depth consumer investigative series and consumer advocacy pieces. Host of "Danielle, Does It Work" which tests the integrity of popular products and "Danielle's Doghouse" which regularly cites unscrupulous businesses.

Radio News Anchor/Personality

2005 to 2006

Radio 670 "The Score", Chicago, Illinois

Produced and read hourly radio newscasts for #1-rated sports talk radio. Sidekick to popular sports host.

Consumer and Business Reporter/Fill-In Anchor

2000 to 2005

WFLD-TV, Chicago, Illinois

Created and maintained five signature consumer/business segments for a highly-promoted franchise "Bottom Line" which included testing consumer products, how-to buying guide and business fraud. Also fill-in anchor for the weekend, morning and prime broadcasts.

Co-Host/Reporter/Fill-In Anchor

1998 to 2000

WAMI-TV, Miami, Florida

Reported on Miami social issues for the Barry Diller experimental station. Responsible for long-form investigative pieces. After filling in for main anchor, station created co-host position for her.

Anchor/Host/ Reporter

1994 to 1998

News 12 Westchester and News 12 Long Island, New York

Lead reporter covering breaking news. Extensive live news reporting. Also responsible for feature pieces on celebrities and their New York appearances.

AWARDS

Emmy Awards: **Series Reporting "Mariel: 20 Years Later"**
Nominated 5 times for Ongoing Series "The Bottom Line"
Nominated 3 times for Ongoing Series "Danielle, Does It Work"
Nominated for Investigative Reporting "Getting the Boot"

Represented by David Ahrendts 310.385.8224 / davidahrendts@tvtaent.com