

Alexandra Elich

c/o Napoli Management Group
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Beverly Hills, California 90211
310.385.8222

CAREER SUMMARY

An assertive reporter who exudes warmth every time she is on camera. Extremely social media savvy and quick on her feet with the ability to aggressively pursue lead stories and cover breaking news.

EDUCATION

University of Illinois at Urbana-Champaign
Champaign, IL
Bachelor of Science in Broadcast Journalism
Specialization in Political Science and Communications

PROFESSIONAL EXPERIENCE

- General Assignment Reporter** **November 2017 to Present**
WCCB-TV, Charlotte, North Carolina
Reports live coverage for breaking and daily news. Follows lead stories, cultivating sources, and sourcing tips to break stories. Uses social media to promote digital content and engage with viewers.
- Reporter/MMJ** **May 2015 to November 2017**
WSBT-TV, South Bend, Indiana
Generated story ideas and content focused on the community. Shot, wrote and edited multiple packages and VSOT's a day. Social media postings and extensive live shots.
- Reporter** **November 2013 to May 2015**
Big Ten Network, Champaign, Illinois
Sideline reporter for athletic events. Created live sideline hits for online content. Producer, director, editor and technical director for various events. Created postgame highlight packages.
- Correspondent** **September 2014 to May 2015**
ESPNU, Champaign, Illinois
Acted as Campus Connection contributor for Illinois' Athletics. Created news packages and acted as on-air talent.
- Intern** **April 2014 to August 2014**
Comcast SportsNet, Chicago, Illinois
Created highlight packages, aided in game coverage and interviews. Aided on-air talent.

SKILLS

Proficient in ENPS, Edius, Avid, iNews, Adobe Premiere, Final Cut 7
Proficient with social media programs