

CIERRA CLARK

Anchor | Reporter | Host | Digital Media Specialist

cierrarosec@gmail.com | www.cierrarclark.com

Skills Summary

In my career I have learned how to tell stories visually by writing my own scripts, editing, creating social media content, and shooting my own video.

Experience

WCJB TV-20

Sports Anchor/Reporter (December 2018- January 2021)

At TV20 I anchored weekend sportscasts and filled in when needed during the week. I pitched feature ideas and shot game highlights. I also updated our social media. When storytelling, I try my best to connect with the community and create stories that interest our viewing area.

Digital Producer (March 2020-September 2020)

The COVID-19 pandemic put sports on a hold. Due to sports being on a hiatus I was placed into a new role as a digital producer. I updated the website and social media for our station. I shared stories that would interest viewers and add traffic to our website. I still contributed to our sports department by coming up with feature stories and filling in for the sports director when needed.

Arizona Sports 98.7

Internship/Summer 2017

I transcribed interviews, edited using Adobe audition, shadowed producers during the radio show which aired during the day in the Phoenix area

Education

Bachelor's Degree in telecommunications- University of Florida

At UF I worked in the student newsroom WUFT News, where I covered the Florida Gators football and basketball teams. I also covered news stories around the North Central Florida area as a reporter.