

CIERRA CLARK

Anchor | Reporter | Host | Digital Media Specialist

cierrarosec@gmail.com | www.cierrarclark.com

Professional Summary

Energetic Sports Reporter/Anchor who has a passion for storytelling. Utilizes a variety of platforms to inform and engage the viewer. Skilled areas include proficient Spanish speaking, reporting, editing, social media, shooting, and storytelling.

Experience

Sports Illustrated

Freelance Digital Reporter/Host (March 2021-Present)

Conducts Zoom interviews and on-air updates for the Carolina Panthers section of the Sports Illustrated website.

WCJB TV20

Weekend Sports Anchor/Reporter (December 2018- January 2021)

Pitched feature ideas, shot game highlights, and reported live all with the intention of connecting with the community by creating stories that are important for the North Central Florida viewing area.

Digital Producer (March 2020-September 2020) With COVID-19 shutting sports down over the spring and summer, my role was shifted into a Digital Producer. Duties included social media updates, and writing stories for the WCJB website.

Arizona Sports 98.7

Internship (Summer 2017)

Transcribed interviews, edited using Adobe audition, and shadowed producers during the radio show which aired during the day in the Phoenix area.

Education

Bachelor's Degree in telecommunications- University of Florida

Worked as a News and Sports Reporter/Anchor for the PBS affiliate, WUFT News. Covered news and sports for both radio and TV.