

AUTUMN ROBERTSON



678-367-1221 | Atlanta, Ga | autumnarob@gmail.com | autumnarobertson.com

Proficient In: Adobe Premiere Pro; Avid Media Composer; WSI Max View Weather Software; Weather Central; ENPS; iNews; Excel; Adobe InDesign, Photoshop, and Illustrator; Canon 5D Mark III; Panasonic HMC 150

// EDUCATION

University of Miami: Coral Gables, Fla.

Bachelors of Science: Broadcast Journalism, Minor: Meteorology

Date Attended: Aug. 2012 - May 2016

// EXPERIENCE

University of Miami Television (UMTV): University of Miami • Aug. 2013 - May 2016

- **Newsvision Meteorologist** - Presented forecasts for the award-winning flagship news show. Used WSI Max View software and Weather Central. Conducted weather pattern analysis and provided weekly advisories to South Florida counties.
- **Newsbreak Executive Producer and Anchor** - As Executive Producer: Oversaw and managed the production of a daily news broadcast. Edited scripts and videos. Distributed show to all online platforms and promoted episodes on social media. As Anchor: Hosted, wrote, produced, and edited 90-120 second news broadcasts on a short deadline. Used CNN Newsource to collect HD b-roll for each show.
- **Newsvision Reporter** - Shot, produced, and edited enterprise news packages "one-man band" style for the flagship news show. Edited packages with Avid Media Composer and Adobe Premiere Pro.

Communications Coordinator | Assistant: MRED+U Program, University of Miami School of Architecture • May 2015 - May 2016

- Increased MRED+U brand awareness by implementing campaigns through social media and email marketing.
- Planned major events, including the 2015 Real Estate Impact Conference, board member meetings, and orientations.
- Used Adobe Design Suites to create invitations, fliers and promotional materials for events and marketing purposes.
- Provided administrative support to the Senior Program Director by scheduling meetings, preparing travel itineraries and corresponding with potential program candidates.

Community Relations Intern: WFOR CBS 4, Miami • Aug. 2015 - Dec. 2015

- Handled logistics for news personality appearances at local community events.
- Conducted station outreach to community organizations and schools.
- Summarized station-produced news stories for FCC quarterly reports using iNews.

Public Relations Director and Charter Member: SPARK Inc. Mentorship Program • Aug. 2013 - May 2015

- Directed all of the chapter marketing and public relations activities.
- Created fliers, videos, and other relative marketing devices for promotional purposes.
- Maintained all social media networks and worked to increase awareness of the organization.

Executive Co-Chair: Miss University of Miami Scholarship Pageant • Aug. 2014 - Dec. 2014

- Worked with the committee and associate committee Co-chair to determine goals for the event, including logistics, sponsorship, recruitment and catering while aligning with the organization's current budget.
- Proofed all marketing and press releases.
- Lead planning committee meetings and delegated duties.

Social Media Development Intern: DR Photography • May 2013 - Sept. 2013

- Worked to gain website traffic to DR Photography Facebook page and gallery.
 - Performed research on increasing website and page visibility and implemented those plans, steadily increasing page's SEO.
 - Managed the page on daily basis while building the brand.
-

// LEADERSHIP

President: Future Communication Professionals, 2014-2016

Student Career Ambassador: Toppel Career Center, 2014-2015

Press Relations Volunteer: CGIU, 2015

Event Planning Committee Member: University of Miami's Annual Women's Leadership Symposium, 2014-2015