

# GISELLE HOOD

JOURNALIST

## CONTACT INFO

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### Portfolio

gisellehood.com/portfolio



### Email

giselleahood@gmail.com

## INVOLVEMENT

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- Delta Gamma Sorority
- Alabama Panhellenic Association, Recruitment Team Counselor
- Metro Animal Shelter Volunteer
- Alpha Lambda Delta Honor Society
- Phi Eta Sigma Honor Society
- Bubbles Ice Cream, Social Media Manager (2021)
- CHS Sandscript Newspaper, Sports Editor (2018-2020)

## SKILLS

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- Adobe Premiere Pro
- Edius Editing Software
- ENPS
- Dalet Editing Software
- AP Style
- Print & Broadcast Writing
- Teleprompter Operation
- SEO Optimization
- Social Media Content Creation (TikTok, Instagram, Youtube)
- Wix/Wordpress
- Canva

## WORK EXPERIENCE

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### Anchor, Producer, & Reporter

**WVUA 23 News**

**AUG 2023 - DEC 2023**

- Anchor weekend and weekday broadcasts to West Alabama and the Birmingham DMA, report live stories with energy and accuracy, ad lib with co-anchors, and shape editorial direction to ensure unbiased news content.
- Stack a newscast from the ground up, write engaging copy with clarity and ethical standards, assign and oversee reporters, conduct editorial meetings, and manage on-air timing and commercial breaks from the booth.

### "Today In LA" Intern

**NBC 4 Los Angeles**

**JUN 2023 - AUG 2023**

- Write daily broadcast scripts for Today In LA anchors, assist with news gathering, and produce "Bright Spot" segments by interviewing guests and writing copy that tells a story.
- Create SEO-optimized digital stories, act as in-field producer by logging soundbites and coordinating interviews, create ticker headlines and operate teleprompter.
- Interact with talent live on-air and create behind-the-scenes social media content for anchors and reporters.

### News Reporter & Editor

**WVUA 23 News**

**JAN 2022 - MAY 2023**

- Conduct interviews, shoot, write and edit quality packages, front stories live in the studio, and report breaking news from the field.
- Cover hard news and feature pieces on-air and digitally, with an emphasis on storytelling.
- Edit using Adobe Premiere Pro and Edius, pull video from CNN Newsource, run teleprompter, and transcribe soundbites.

## EDUCATION HISTORY

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### The University of Alabama

**BA in News Media**

**2020 - 2023**

- Summa Cum Laude - 3.949 GPA
- President's List (2020 - 2023)

**MA in Journalism**

**May 2024**

- Accelerated Master's Program