

Annette Louise Lawless



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REFERENCES

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EDUCATION

Fort Hays State University, Hays, Kan.

Master's degree in business administration, emphasis in human resources. Some post-graduate work completed.

Kansas State University, Manhattan, Kan.

Bachelor's degrees in electronic journalism, print journalism and public relations; minors in leadership studies and political science; emphasis in psychology. May 2008.

SKILLS

Broadcast

- One-man-band reporter
- Write, edit pkgs in 30 min or less
- Produced 4 pkgs in 24 hours
- News, promotions producer
- Commercial voice-over talent
- Named young news talent of KS

Web & Design

- Own more than 5 websites
- Design sites, ads for clients
- Animate ads for the Internet
- Avid Twitter, Facebook user
- Skilled with WordPress, HTML, flash animation & page design

Language

- Understanding of Spanish, Japanese, & 'SEE' Sign Language.

Writing

- Strong knowledge of AP style
- Write, edit for businesses overseas

Programs

- Final Cut Pro
- AfterEffects
- U-Stream
- NewsEdit
- Photoshop
- InDesign

BROADCAST EXPERIENCE

Reporter, multimedia journalist WJW-TV (Fox - DMA 17)

(October 2010-present)

- Prepare daily reports, emphasis feature and education stories for Cleveland's No. 1 TV station.
- Craft daily web blog and website, documenting personal and professional experiences in Ohio.
- Face of station's mobile, web, Skype and Facebook-exclusive reports.

Producer, guest multimedia reporter, KWCH-TV (CBS/Fox/CW - DMA 69)

(August 2008-August 2010)

- Wrote, produced, edited scripts and promotions for newscasts of Wichita's dominant No. 1 TV station.
- Volunteered extra time as on-air multimedia reporter and featured entertainment blogger.
- Designed ads for Web. Produce TV image campaigns. Facilitated station's Facebook and Twitter content.

Bureau chief, one-man-band reporter, KTKA-TV (ABC - DMA 136)

(December 2007-August 2008)

- Ran live shots, photography, website and reports from the Topeka, Kan., station's Manhattan Bureau.
- Several live, severe weather reports including Kansas EF4 tornado destruction in June 2008.
- Prepared daily reports, served as a news advocate for a Big 12 university and Ft. Riley military community.

Production assistant, ESPN

(October 2007-January 2009)

Supported audio, video and reporter production crews to create live K-State sports media coverage. Facilitated communication between K-State sports department and ESPN staff before and after broadcast.

OTHER RELATED EXPERIENCE

Public relations consultant, A.Lawless Productions

(April 2005-present)

Design profitable websites for growing clientele. Write textbook material for international businesses. Self-operated photography work. Establish interactive digital yearbooks, DVDs and public relations campaigns.

Editor in chief, multimedia editor and more, Kansas State Collegian

(May 2004-March 2008)

Managed operation of weekly newspaper staff of 80. Established first video reports, website redesign and news graphics. Also served as city editor, front-page designer, sports writer and columnist.

Design/copy assistant, The Society for News Design

(January-May 2007)

Assisted with layout of "The Best of Newspaper Design: 28th Edition," Rockport's highly respected series, featuring the winning entries from the Society for News Design's 2006 competition.

AWARDS

Kansas Association of Broadcasters award in producing, breaking news & special promotions, 2009 & 2010

The Downtowner Magazine's "millennial:" young, professional talents of Wichita, 2009

Wichita Magazine's "Top Single:" smart, successful and sexy up-and-coming TV news talent, 2008

Kansas Association of Broadcasters award in broadcast news, feature reporting, 2008

Columbia Scholastic Press Association Collegiate Circle Recipient for Single-Subject Page Design, 2007