



# SACHELLE REED

anchor & reporter

## PROFILE

Engaging, ambitious, aggressive journalist with experience in all aspects of the newsroom, including the creation and development of new shows, anchoring, reporting, and producing

## CONTACT



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www.sachellereed.com

## EXPERTISE

INews, Avid, Inergize, Edius, Clickability, Syndicaster, WorldNow, Audio/Video Equipment

## SOCIAL MEDIA



fb.me/sachellereports



@sachelleonair

## EXPERIENCE

### MORNING ANCHOR

*Spectrum News-Milwaukee | Nov 2018-November-Current*

- Launched and developed the statewide Spectrum News network morning show, with growth rivaling legacy stations in less than 5 years
- Served as newsroom leader, helping in hiring of new talent and training
- Experienced in all manner of breaking coverage, live interviews, debate moderation, etc...

### REPORTER|ANCHOR

*News 6-Orlando | Jan 2016-November 2018*

- Lead reporter nightly in the Pulse Massacre, coverage garnered Associated Press Award
- Main fill-in anchor for all shows
- Proficient in breaking weather coverage, including hurricanes. Liveshots taken by CNN during Hurricane Matthew, follow-up stories gained national attention in Matthew and Irma
- Stories consistently pulled by national outlets including CNN, CBSN, CBS Nightly News

### ANCHOR|REPORTER

*CBS 58-Milwaukee | Dec 2013 - Dec 2015*

- Confidently juggled demands of liveshots, breaking news, multiple packages, secured exclusive interviews
- Led coverage in the divisive police shooting of Dontre Hamilton, coverage gained national attention
- Maintained growth in ratings as weekend anchor, filled in on weeknights

### MORNING ANCHOR

*WTVO/FOX 39-Rockford | Oct 2010 - Dec 2013*

- Served in multiple positions including one man band reporter, weekend anchor/producer, ended as morning anchor/reporter/producer
- Helped in the development of the FOX 39 News in the morning show, including the creation of show templates and segments, maintained growth in challenging time slot

## EDUCATION

### COLUMBIA COLLEGE, CHICAGO ILLINOIS

2010

Bachelor of Arts, Broadcast Journalism

## AWARDS

### RECIPIENT

*Associated Press | 2017*

Pulse Nightclub Massacre

### RECIPIENT

*Associated Press | 2018*

Morning Newscast