

BROOKE WIVAGG

Skilled Communications & Media Professional

703-595-3707



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Goal-oriented communications and multimedia professional with a decade of professional experience in local TV news developing and executing strategic communications initiatives, media relations, and content strategy. Strong written and oral communications skills with a passion for storytelling, and a proven ability to craft compelling narratives across digital and traditional platforms.

EDUCATION

Bachelor of Arts from Elon University
Major: Broadcast Journalism
Minors: Leadership studies, Psychology

SKILLS & PROFICIENCIES

- AP Style
- Creative Writing
- Cross-Platform Storytelling
- Strong Written & Verbal Communication
- Public Speaking
- Media Relations
- Crisis Communications
- Social Media Management & Content Creation (X/Twitter, Instagram, YouTube, TikTok, etc.)
- Website Content Creation
- Brand Strategy & Development
- Graphic Design
- Video preproduction, production & postproduction
- Linear & Nonlinear Video Editing
- Adobe Premiere Pro
- Adobe Photoshop

PROFESSIONAL EXPERIENCE

Platform Manager, NBC Washington (WRC)

January 2022 - Present | Washington, D.C.

- Produce both local & national news for viewers across DC, Northern Virginia, Maryland, and West Virginia at the #1 station in the market
- Lead strategic decision-making during breaking news, executing real-time communications plans under pressure
- Write and edit scripts in AP Style and develop broadcast graphics for daily, hours-long newscasts, ensuring consistent messaging aligned with the station's brand guidelines
- Collaborate and coordinate across teams, including anchors, reporters, managers, and digital teams, to ensure smooth communication and content consistency across platforms
- Successfully launched and produced *News4 Rundown*, a live-streaming daily show, across major streaming platforms. Later transitioned the show to NBC Washington's broadcast channels, expanding its reach and boosting audience engagement

News Producer, WTKR News 3

March 2020 - December 2021 | Norfolk, VA

- Produce both local and national news for viewers across the 7 cities in Hampton Roads and surrounding areas
- Lead a team of 2 anchors, a reporter, and meteorologist to create, launch, and produce a new 2-hour morning newscast on Saturdays and Sundays, ensuring high-quality content and viewer engagement

News Producer, ABC News4 (WCIV)

June 2018 - February 2020 | Charleston, SC

- Produce both local and national news for viewers across Charleston, South Carolina, and surrounding areas
- Work closely with meteorologists, reporters, and managers to produce the 2019 Hurricane Special and deliver several hours of live news coverage during Hurricanes Florence and Dorian