

**Matt Fernandez**

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**Work Experience:****Apr 2022 - PRESENT****KVUE Austin Texas****Austin, TX**

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*Multimedia Journalist/Reporter (MMJ)***Breaking Weather Coverage**

- Tornadoes & severe weather coverage of devastated local area
- On the ground coverage reporting with residents and businesses owners, real-time updates and in-depth stories

**Breaking & Hard News**

- Conduct live shots on fires, homicides and other breaking news for multiple news casts and shows
- Interview family & friends, first responders and local leaders creating full story packages

**Boomtown Brand**

- Develop stories for "Boomtown Brand" which focuses on Austin's growth and local change
- Story focus on home affordability, rent, availability, people facing evictions, new developments and impact to legacy businesses
- In depth coverage of the homeless population including: The people, city leaders and impact to Austin

**Feature Pieces**

- Create packages for human interest pieces including Hispanic Heritage Month

**Social Media Expert**

- Twitter: Tweet pictures & videos for daily stories
- Facebook: Upload pictures, videos and information for daily stories
- Write web stories and scripts daily for station webpage

**Mar 2018 – Apr 2022****Spectrum News 13****Orlando, FL**

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*Flexible Multimedia Journalist (MMJ)***Pandemic Coverage**

Extensive coverage on the Coronavirus Pandemic speaking with Coronavirus survivors, first responders, business owners impacted, and people facing unemployment

**Breaking news Weather Coverage**

- Tornadoes and severe weather coverage of devastated local area and on the ground with residents impacted
- Conducted live shots with wall-to-wall coverage of damage
- Live hits during costal tropical storms

**Breaking & Hard News**

- Conduct live shots on fires, homicides and other breaking news for multiple news casts and shows
- Interviewed family & friends, first responders and local leaders creating packages that give a full story

**Feature Pieces**

- Put together packages for human interest pieces including those for a segment called "Everyday Heroes"

**Social Media Expert**

**Twitter:** Tweet pictures & videos for daily stories

**Facebook:** Upload pictures, videos and information for daily stories

- Write web stories and scripts daily for station webpage

**Feb 2016 – Feb 2018**

**CBS-WIAT**

**Birmingham, AL**

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*Flexible Multimedia Journalist (MMJ)*

**Breaking Weather Coverage**

- Tornadoes & severe weather coverage of devastated local area. On the ground coverage, speaking with residents and businesses owners, real-time updates and in-depth reporting
- Gave live hits updating weather and wall-to-wall coverage of damage

**Politics in Alabama**

- Reported on U.S Senate race covering Roy Moore press conferences, protestors and supporters and live hits on various campaign aspects
- Covered the Doug Jones campaign including press briefings, interviews and day-to-day coverage

**Breaking & Hard News**

- Conduct live shots on fires, homicides and other breaking news for multiple news casts and shows
- Interviewed family & friends, first responders and local leaders creating packages that give a full story

**Social Media Expert:**

- **Facebook:** Conduct Facebook live sessions on breaking news and created social dialogue
- **Twitter:** Tweet pictures & videos from crimes scenes and other locations providing real-time news updates
- Wrote web stories, scripts and edited video via Lakana

**Feb 2014 - Feb 2016**

**NBC-KVOA-MMJ**

**Tucson, AZ**

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*Flexible multimedia reporter focusing on key local topics*

**Border Issues**

- Interviewed Ranchers living along US and Mexico border concerned about property rights and safety with undocumented immigrants and narcotics crossing the border
- Interviewed Presidential candidate Ben Carson and local sheriffs regarding border issues and positions

**Monsoons & Severe Weather**

- Covered severe weather and affects to border wall and surrounding communities
- In depth interviews with affected homeowners, coverage of property and personal loss
- Conducted live shots and reported on dust Storms and related issues between Tucson and Phoenix

**Social Media Expert**

- Used Facebook & Twitter to update viewers on breaking news and stories for real-time news

**Oct 2007 - Jan 2014**

**NBC-KVEO**

**Brownsville, TX**

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*Senior Reporter, multimedia journalist and anchor supporting multiple shows and shifts*

**Border & Immigration Issues**

- Created local content and issues packages for the predominately Hispanic market
- Obtained unique access to CBP facility and immigration detention facilities
- Cartel reporting including the Zeta Cartel's narcotics and violence and personal

**Hurricanes and Severe Weather**

- Covered Hurricane Dolly giving reports from South Padre Island

**Filled in as News and Sports Anchor and Weatherman**

**Mar 2007 - Sep 2007**

**ABC-WWAY**

**Wilmington, NC**

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*General Assignment Reporter and multimedia journalist*

- Created packages and Vosot's as dayside reporter for the weekday news concerning city and county issues
- Performed multiple live shots

**Oct 2005 – Feb 2007**

**CBS-WBKB**

**Alpena, MI**

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*General Assignment Reporter, Anchor,MMJ*

- Anchored 11pm newscast
- Fill in Sports Anchor

**Technical Skills:**

- Premiere Editing System, Sequel editing system, Final Cut Pro editing system, Avid editing system, Edit Star editing System, Edius Editing System, Velocity Editing System, DVC PRO Cameras, I-News, News King, Dalet, ENPS, Observer, Microsoft applications

**Education:**

<b>Jun 2005</b>	<b>Western Michigan University</b>	<b>Kalamazoo, MI</b>
<ul style="list-style-type: none"><li>• <i>Bachelor of Arts:</i></li></ul>	<i>Major: Communications</i>	<i>Minor: Marketing</i>
<ul style="list-style-type: none"><li>• Sigma Chi Fraternity</li><li>• Alpha Lambda Delta Honors Fraternity</li><li>• Employee of the Month June 2008 at KVEO</li></ul>		