



TRENT GILBREATH

Lifestyle Host/Reporter

ATLANTA & COMPANY REPORTER/DIGITAL PRODUCER WXIA-TV 11ALIVE

Atlanta, GA
2017 - 2023

- Report/produce daily 'Trending with Trent' segment for lifestyle show Atlanta & Company featuring trending topics, entertainment, local events, and viewers
- Write scripts, edit interviews, and proof show rundown
- Manage all social platforms for daytime shows, creating content and promoting high-profile guests, engaging segments, and exciting events with unique Facebook and Instagram LIVES and video clips hundreds of thousands of views strong
- Viral content sees regular growth, engagement, and clicks each quarter, tripling our social followers and reaching millions under my digital management
- Curate www.AtlantaAndCompany.com daily with client interviews, contributor segments, recipes, photo galleries, and trending content, with nearly 200,000 page views annually
- Contributor on Morning Rush ATL, reporting on breaking news and entertainment

LIFESTYLE CORRESPONDENT/CREATIVE DIGITAL PRODUCER FIRST COAST NEWS

Jacksonville, FL
2014-2017

- Feature top tech and community events on lifestyle show First Coast Living
- Manage all social media platforms for daytime products and contribute daily to all News platforms; Took the @firstcoastnews Instagram to #1 in the market as the sole content provider for 3+ years
- Write/edit unique social videos for Facebook, Instagram, Twitter
- Assist in all things Marketing from events to giveaways to branding plans

PROMOTIONS PRODUCER KRIS-TV

Corpus Christi, TX
2012-2014

- Write, produce, and edit News Topicals for the 5, 6, and 10pm newscasts
- Post show previews regularly on branded social media pages
- Assist with affiliate relations for syndicated shows, airing on NBC
- Manage logs for KRIS-TV, placing all promotional spots daily

PROFILE

Experienced On-Air Contributor and Lifestyle Reporter/Producer with a decade of experience in broadcast media. Highly skilled in Television Reporting, Social Media Trends, Photography, and Editing. Strong creative design professional with a degree in Film-Television-Digital Media from Texas Christian University

SKILLS

- Social Media Expert
- Editing Skills in Edius, Velocity, and iMovie Software
- Photoshop Proficiency
- Strong Broadcast and Writing Skills
- Attention to Detail
- Proud Team Player

EDUCATION

FILM-TELEVISION-DIGITAL MEDIA
TEXAS CHRISTIAN UNIVERSITY
May 2012

- Kathryn McDorman Honors Scholar
- Alpha Phi Omega
- Student Film Association
- Catholic Community

CONTACT AGENT:
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HOST/REPORTER REEL

[HTTPS://YOUTU.BE/I8BT7BWBDC0](https://youtu.be/I8BT7BWBDC0)

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