



Sierra Gonzalez Fox

TELEVISION JOURNALIST

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www.thesierrafox.com

[Watch my reel](#)

A successful television journalist with 5+ years of experience, I am a focused multi-tasker known for always meeting deadlines, accessible and popular with audiences. Creative, tenacious, and able to remain calm in difficult situations. My proudest moments have been viewer advocacy stories – giving a voice to those who may not otherwise be heard.

KEY COMPETENCIES

- Interviewing, Writing, Shooting, Editing
- Writing web scripts
- Social Media: Facebook (4K), Instagram (9K), LinkedIn, TikTok, Twitter (4K), and Snapchat
- Researching and Investigating
- Bi-lingual – English/Spanish
- Technical Skills: Adobe Premiere, Avid Edius, ENPS, Final Cut Pro iMovie, and iNews

PROFESSIONAL EXPERIENCE

WRIC ABC, 8 NEWS, RICHMOND, VA **2018-CURRENT** **NIGHTSIDE REPORTER/FILL-IN ANCHOR**

- Write, shoot, and edit 10+ stories per week for air on all evening newscasts
- Set up live shots with TVU or Live-U backpack, frequently under highly adverse conditions, a minimum of 15 times per week
- Enterprise original story ideas and investigative pieces every day
- Build trusting relationships effectively and quickly, regularly convincing reluctant subjects to grant interviews
- Write web scripts daily, or more often depending on breaking news
- Engage with viewers on all social media platforms

WDVM (FORMERLY WHAG-TV), WINCHESTER, VA **2016-2018** **SENIOR BUREAU REPORTER/FILL-IN ANCHOR**

- Shot, wrote, and edited up to 20 stories per week for airing on all newscasts
- Set up live shots with TVU or Live-U backpack regularly and reliably, a minimum of once a day
- Built relationships by immersing myself in the community, creating a network of community contacts and sources
- Delivered breaking news, and elicited tips/information by effectively getting people to trust me – to do interviews they might not have with others and open up to me
- Engaged with viewers on all social media platforms

- Employee of the Month (March 2017)

GOOD MORNING AMERICA, NEW YORK, NY

SUMMER 2016

INVESTIGATIVE UNIT INTERN

- Pitched stories to air and conducted research for the Investigative Unit (GMA-I)
- Assisted live producers in-studio with segments involving celebrity guests
- Helped with audience coordination during weekly Summer Concert Series

ABC-11 EYEWITNESS NEWS, RALEIGH, NC

2015-2016

PRODUCTION ASSISTANT (WORKING 3 DAYS/WEEK AS A COLLEGE SENIOR)

- Operated the teleprompter, robotic cameras, and in-studio lighting
- Supported on-air talent by floor directing, managing mics, and marking scripts
- Engaged with viewers face-to-face in large groups during ABC-11 events and gave studio tours

WNCN, RALEIGH, NC

SUMMER 2015

INTERN

- Supported anchors with research, writing scripts, calling sources, scheduling interviews, downloading video, selecting soundbites, and facilitating communications with the control room
- Assisted anchors on remote shoots, carrying and setting up equipment, shooting video, and interviewing subject
- Welcomed guests and introduced them to hosts on the daily show "My Carolina Today"
- Honed my ability to "one-man-band" by interviewing, shooting, and writing stories
- Developed professional-level skill using Edius to edit VOs, VO-SOTs, and PKGs

PROFESSIONAL AFFILIATIONS/COMMUNITY INVOLVEMENT/LIVE APPEARANCES

Professional Affiliations

National Association of Hispanic Journalists, National Association of Black Journalists

Community Involvement

Virginia Hispanic Chamber Member, Volunteer with Passport to Education (mentoring middle school students), Read Across America, RVA Salsa Bachata Congress

Live Appearances

Virginia Que Pasa Festival, Virginia Hispanic Gala, Autism Speaks Walk, Strike Out Cancer and Cattle Baron's Ball to benefit American Cancer Society (emceed these events annually)

EDUCATION

B.A. Bachelor of Arts in Communication Studies with minors in Business Marketing and Management, Campbell University, Buies, NC, 2016

- Division I Lacrosse Scholarship Athlete
- Campbell University Homecoming Queen
- Senior of the Year in Broadcasting and Electronic Media

- North Carolina College Media Association Honorable Mention in New Writing for "Trading Guns for Pencils"
- Founding Sister, Delta Phi Epsilon Gamma Upsilon Sorority Chapter