



Brianna Kailey Moles

News Anchor, Multimedia Journalist & Producer

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— Work Experience —

Independent TV Productions | Philadelphia, PA 2018 - Current
Lifestyle Host / Media Spokesperson

- Collaborating with digital media agencies to produce content for advertising campaigns and marketing communications. Responsible for strengthening overall public brand image via innovative communication and creative engagement.
- Clients include Universal Pictures, MTV, Apple, Dynamic Digital Advertising, Scholastic, TestFlix and The Welcome Channel. Projects include entertainment, travel, health, lifestyle and educational programming.

CGTV-77 City of Coral Gables Television | Miami, FL 2014 - 2017
Anchor / Multimedia Reporter / Producer

- Served as lead broadcaster for prominent South Florida TV news station (city population of approx. 60,000). Anchored/reported daily newscasts and hosted City's live broadcast special events. Covered news, politics, weather, events, health and economy.
- Produced full news packages from pitch to air. Scheduled coverage, directed cameramen/film crew. Conducted interviews filmed on-location stand-up's. Scripted VO's and edited SOT's, b-roll, lower thirds and graphics.
- Assisted Public Affairs Manager on all community partnerships and events sponsored by the City. Wrote press releases, promos and pitches for outside media. Jump-started City's social media platforms, digital brand identity and use of Facebook LIVE.

Santa Monica Mirror Media Group | Los Angeles, CA 2012 - 2013
Anchor / Multimedia Reporter / Producer

- Hosted, produced and directed weekly TV/online news programming and sponsor ads for agency's top clients:
 - **SMM-TV / Santa Monica Mirror**
 - *The Santa Monica Beat* (hard news and local events)
 - *The Seven Days Show* (lifestyle and entertainment)
 - **DTLA-TV / Los Angeles Downtown News**
 - *Downtown City Living* (spot news, real estate, retail, dining and cinema)
 - **CAT-TV / The Catalina Islander**
 - *Catalina This Week* (unique feature stories about California's world-famous "Hollywood island")
 - **TBO.com TV / Tampa Bay Times**
 - *Suncoast Scene* (weekly online news and entertainment)

WFMZ-TV 69 News | Allentown, PA 2007 - 2009
General Assignment Reporter

- Fill-in reporter, covering local stories in the Lehigh Valley, Berks County and Philadelphia regions. Assisted with special assignment research, teleprompter operation, writing script copy and editing b-roll footage.
- Completed mentorship with station's lead morning and noon anchorman, John Derr (a 20+ year veteran broadcast journalist).

CBS 2 NY News (WCBS-TV) | New York, NY 2006 - 2007
Newsroom Assistant

- Supported Assignment Desk by fielding incoming calls and emails, and monitoring police scanners for breaking news. Assisted on "The Early Show" (a live weekday morning show) by helping producers and anchors on-set as needed.
- Completed special research tasks, logged and pulled footage and performed extensive video archiving. Aided in editing teases for daily newscasts, promotional spots and PSAs.

- Supported Emmy-award winning music composers on original instrumental arrangements by referencing manuscript changes and editing digital scores. Coordinated with music editors on soundtrack song selection and placement for major sports documentaries. Facilitated in-house recording sessions with Philadelphia Orchestra.
- Assisted on-set for NFL Network studio tapings for “Under the Helmet,” under the direction of the legendary late NFL Films President Steve Sabol. Worked on NFL Merchandise commercial for Super Bowl XL.

— **Career Achievements** —

NATAS Suncoast Regional Emmy Awards Finalist - Community Public Service Announcements (2017)

Telly Award Recipient - Excellent Reporting/Producing in a Local Television Program (2016)

Recognized by City of Coral Gables for extensive coverage of Green Living and Local Economic Development

Recognized by Santa Monica community for investigative reporting on Neighborhood Gang Violence and Anti-Gang Youth Programs

Recognized by Catalina Island Conservancy for in-depth reporting on Native Wildlife and Ecosystem Conservation Efforts

National Communication Association Publication Award - Health Communication Research (2006)

— **Live Appearances / Master of Ceremonies** —

Junior Orange Bowl Parade | Miami, FL (2014-2016)

Biltmore Hotel’s Annual Fourth of July Fireworks Celebration | Coral Gables, FL (2017)

City of Coral Gables Holiday Spectacular and Tree Lighting | Coral Gables, FL (2016)

— **Community Involvement** —

National Anthem Singer

Coral Gables Community Foundation

Los Angeles and Miami-Dade Animal Services

— **Additional Skills** —

- Bilingual fluency in English and Spanish
- Proficient with Mac and Windows Platforms
- Adobe Suite (Premiere Pro, After Effects), Final Cut Pro and AVID Editing Programs
- Digital and DSLR Camera Equipment
- Website and Graphic Design

— **Education** —

The College of New Jersey | Trenton, NJ (2006)

Bachelor of Arts, Major: Communications and Broadcast Journalism, Minors: Music and Spanish

International Studies Abroad | Guanajuato, Mexico; Buenos Aires, Argentina; Madrid, Spain (2005)

Walt Disney World College Program | Orlando, FL (2004)