

LEAH CAMPBELL JOHNSON



► LEAHCAMPBELLJOHNSON.COM ► WRITELEAH@YAHOO.COM ► 678.464.4123

Award winning multi-media journalist, producer and public relations specialist with a proven track record in creating engaging viewer content, directing media coverage, video editing, uploading the latest trending events to social media platforms and communicating the company's brand to viewers and consumers.

WORK EXPERIENCE

ANCHOR PRO VIDEO COMPANY ~ EXECUTIVE PRODUCER

AUGUST 2014 - PRESENT

- Translate business goals and creative vision into compelling video concepts for clients and target audiences
- Incorporate web graphics and photos into client videos
- Ability to execute various phases of short and long form video for social media and other platforms
- Provide oversight and guidance of production of sales and promotional videos for businesses
- Advanced knowledge of video editing and editorial review of scripts and other communication materials
- Delivers exceptional client service through producing compelling videos under tight deadlines
- Cultivates long term relationships with clients to help advance core business objectives
- Proven track record of managing multiple video projects at one time
- Produces clear, strategic and captivating messaging in support of client's business objective
- Generates ideas for opportunities and special events for clients to display their products, services and expertise

WMAZ/CBS Macon, GA~ NEWS ANCHOR/PRODUCER 6PM & 11PM NEWS

MAY 2006 - JUNE 2013

- Produced and edited video and scripts for the web, TV and radio
- Helped maintain regular web/social media presence with featured videos, interviews and photos
- Used digital cameras to capture video and photos for website and social media
- Ability to sort complex issues into clear and compelling messaging for clients and viewers under tight deadlines
- Engaged continually on social media platforms with viewers and followers
- Wrote and edited news stories, video and special reports for evening newscasts
- Skilled in topical promotions and production for broadcast news and social media
- Produced and recorded daily webcasts and radiocasts with the purpose of promoting nightly newscasts
- Scheduled and coordinated speaking engagements, appearances, photo shoots and other special events
- Hosted and produced monthly show that covered community topics, public officials and celebrity appearances
- Transformed detail oriented research into story ideas that aided in developing exclusive content for viewers
- Coordinated and guided long term goals, initiatives and strategies for station personnel
- Organized large scale planning projects for company fundraisers and major news events
- Implemented strategies for expanding audience reach, relevance and impact

WSPA/News Channel 7 Spartanburg, SC ~ REPORTER/ FILL-IN ANCHOR

MAY 2004- MAY 2006

- Live field reporter for 5pm, 6pm, 10pm and 11pm newscasts
- Researched and developed story ideas for key demographics

- Used creative production techniques to enhance news stories, interviews, feature segments, etc.
- Strong writing and production skills for developing special reports
- Produced original story content for multiple newscasts
- Uploaded news stories, video and photos to station website

WHNS/FOX CAROLINA Greenville, SC ~ REPORTER/ FILL-IN ANCHOR

MARCH 2003 - MARCH 2004

- Delivered live investigative reports from the scene of breaking news or in the studio
- Created meaningful packages from spot news to air on evening newscasts
- Filled in as lead anchor and assumed final editorial responsibilities
- Proficient in displaying sharp interviewing skills for live and recorded news segments
- Strengthened community relationships through public appearances and various community events
- Managed multiple breaking news projects under tight deadline

WALA/FOX Ten News Mobile, AL ~ LIVE MORNING REPORTER

AUGUST 2001 – FEBRUARY 2003

- Conducted live interviews for daily 2 ½ hour morning show
- Delivered live coverage of late breaking news and local events in the field and from the studio
- Presented extensive live hurricane and tropical storm coverage from gulf coast area beaches
- Produced stories for afternoon and evening news
- Developed news sources for general assignment reporting and special reports
- Engaged in public speaking appearances for community events and fundraisers

KLST San Angelo, TX ~ REPORTER / FILL-IN WEATHER ANCHOR & PRODUCER

APRIL 2000 – JULY 2001

- Composed packages for several daily newscasts
- Produced weekend newscasts that engaged viewers
- Designed forecast maps using WSI system for live weather casts, filled in as weekend weather anchor
- Conducted live news reports for general assignments and major weather events
- Operated news gathering vehicle to and from various locations

KCAL Los Angeles, CA ~ PRODUCTION ASSISTANT/INTERN

NOVEMBER 1998 - MAY 1999

- Worked with producers to develop show format
- Assisted reporters and photographers with field reports that included breaking news and general assignments
- Conducted interviews with police and fire officials for extended wild fire coverage in San Bernardino mountains
- Provided producers with story ideas for reporters and photojournalists
- Managed assignment desk duty during weekend shifts
- Collaborated with promotions department on writing assignments

KCBS Los Angeles, CA ~ ASSISTANT WEEKEND ASSIGNMENT EDITOR

MAY 1998 - SEPTEMBER 1998

- Conducted interviews for news segment entitled, “What’s Right with Southern California”
- Executed daily beat checks with local and state officials to generate potential news stories
- Responsible for arranging multiple interviews for field reporters and photographers
- Monitored press releases and other media sources for news content

COMPUTER SKILLS

- Avid News Cutter XP
- ENPS
- AXIS Graphics
- Grass Valley New Editor/ Edius
- Linear Editing
- Sony Mini Digital Cameras
- AP News Center
- WSI System

EDUCATION, COMMUNITY INVOLVEMENT & ACCOMPLISHMENTS

SAINT MARY'S ACADEMY

SEPTEMBER 1990 – MAY 1994

College Preparatory High School for Girls ~ Inglewood, California



HAMPTON UNIVERSITY, Hampton, Virginia

SEPTEMBER 1994 – MAY 1998

Bachelor of Arts, Mass Media Communications/Broadcast
Journalism

- Strategic Planning Committee Team Member for 13WMAZ
- Host for St. Jude Hospital Telethon at WMAZ Television Studio
- NAACP Award recipient at Freedom Awards Banquet, Macon Chapter
- Georgia Association of Broadcasters Gabby Award for TV Station of the Year
- Sweeps ratings for 6pm newscast, highest in 50 year history at WMAZ
- Gannett Talent Development Program Mentor, Appreciation Award for Valuable Contribution
- Honorary Chairperson for Big Brothers Big Sisters, "For Kids' Sake" Fundraiser
- Team Award from GAB for Best Spot News Coverage
- Exclusive Interview with Oprah Winfrey at Macon City Auditorium during the taping of "My Favorite Things" episode
- Featured in Georgia Informer's Top 40 Under 40 newspaper publication
- Live reporter for the Georgia Department of Labor's Statewide Career Expo on Georgia Public Broadcasting
- Edward R. Murrow Award for Continuing Coverage of Mother's Day Tornadoes and Aftermath in Central GA
- Outstanding Coverage Award for Crime Beat Series
- Top Performing Station/Anchor team in Central Georgia Market
- Edward R. Murrow Award for Breaking News coverage of Missing Child Kit Colburn in Warner Robins, GA
- Gabby Award from Georgia Association of Broadcasters for Best Newscast
- Produced Dolce & Gabbana Make Up promotional video from Saks Fifth Avenue Phipps Plaza for Oh Brides Magazine Feature Story
- Produced and directed a promotional video shoot for Swift Health Urgent Care Clinic in Atlanta, GA

