

BROOKE MARTELL

Journalist, Weather Forecaster, Social Media Maven

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Reel: <https://youtu.be/QBlfjGFecQ>

Top Skills

- Dissects and conversationally present complicated issues to thousands of viewers on a daily basis.
- Reliable team player with a versatile and broad skill set.
- Organize, balance, and effectively complete multiple projects at any given time.

Skills & Expertise

- AP Style Writing
- Social Media/OTT/Podcasting
- Writing for live and recorded segments
- Meteorology
- Reporting on and off script for live TV

Technical Skills

- Editing (Premiere Pro, Final Cut)
- Shooting (DSLR/JVC)
- WordPress/Social News Desk
- WSI Max Systems/Baron
- ENPS/iNEWS/Dalet

Education

- Mississippi State University
- Certificate: Operational Meteorology
- San Diego State University
- BA: Journalism

Professional Experience

Journalist, Weather Forecaster / KNSD-TV (San Diego) / 2021-present

- Drafts and reports crucial information to the public on tight deadlines during live and recorded broadcasts, OTT platforms, and NBC7's 'Today in San Diego' podcast.
- Creates multiple graphics for morning and evening newscasts that conversationally display important weather conditions that viewers need to know for their day or week.
- Utilize social platforms, like Twitter, Instagram, and TikTok to create and notify NBC7's followers about urgent news and weather-related information.
- Adaptive and reliable team player who works and covers various roles and shifts as a reporter and weekday and weekend morning weather forecaster.

Social Media Manager / Fastapp AMC (Remote) / 2021-present

- Research, write, and interactively display social media content based on trending real estate news for Fastapp's LinkedIn and Instagram platforms.
- Design, from start to finish, all booth marketing material, including pop-up banners, brochures, business cards, and magazine ads.
- Represent Fastapp and network with new and current clients at industry shows and conventions across the country.

Multimedia Journalist, Weather Forecaster / KSBY-TV (San Luis Obispo) 2016-2021

- Awarded First Place by the Associated Press for in-depth coverage of local inmate death.
- Maintained complete ownership of work by producing, shooting, writing, editing, and reporting all content that made it to air.
- Interpreted, gathered, and translated information from National Weather Service to local KSBY viewers during Daybreak, a #1 rated morning show on the Central Coast.
- Coached and trained colleagues on weather delivery and presentation.