

BROOKE MARTELL

Journalist, Weather Forecaster, Social Media Manager

LinkedIn: [linkedin.com/in/brookemartell/](https://www.linkedin.com/in/brookemartell/)

Reel: [brookemartell.com](https://www.brookemartell.com)

Top Skills

- Dissect 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, Final Cut, Canva)
- Shooting (Panasonic/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
- Key contributor of *Today In San Diego* - NBC7's podcast with more than 1 million downloads
- Implement satellites, radars, forecast modeling, and graphics to provide viewers with a polished weather report
- Seamlessly create content on social platforms to creatively brief NBC7's followers on urgent news and weather-related happenings
- Adaptive and reliable team player who works and covers various roles and shifts as a reporter, weather forecaster, and fill-in anchor

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
- 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 forecasting delivery and presentation