

# SYDNEY KESSLER

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NewsForNomads.com/Sydney-Kessler

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Youtube.com/watch?v=myrC4B\_o2SE



## PROFILE

Experienced news anchor with 10+ years in the news industry, covering a variety of positions after getting started in the industry at just 15 years old during a TV News Camp.

Personable, highly organized, proficient with computers, and adept at managing sensitive situations, Sydney Kessler is a skilled public speaker, who has learned to manage high-stress situations while producing cutting-edge, breaking news broadcasts. After more than a decade in the industry, Sydney is now traveling and sharing her own experiences and knowledge of travel across a website she now co-owns, manages, and writes for. Looking to continue her role in news, she now shares the news fellow travelers need to know on NewsForNomads.com. As she continues to travel she hopes to use her gained leadership experience in a role that works closely with individuals of all ages on various platforms.

## EXPERIENCE

### NEWSFORNOMADS.COM, TRAVEL BLOG AUGUST 2022 - PRESENT

#### CO-OWNER & MANAGER

- Writes a variety of travel-related articles on a number of topics including transportation, accommodation, and different destinations
- Conduct on-the-scene research to help verify articles and other travel claims
- Created and now currently manages a travel blog with approx. 2,500 unique monthly viewers
- Manage multiple corresponding social media platforms including Facebook, Twitter, Instagram, and TikTok
- Experience in Aerial/Drone Photography and Videography

### WJHL NEWS CHANNEL 11 - JOHNSON CITY, TN 2019 - 2022

#### MORNING & NOON ANCHOR - 09/19 - 07/22

- Anchor 2-2.5 hour-long morning broadcast, hour-long noon broadcast, and occasionally the hour-long 10 AM broadcast
- Produce, edit and anchor adventure hiking segment Trail Team 11
- Manage, schedule and anchor daily live noon interviews
- Shoot and report breaking news

#### RIGHT NOW NEWS ANCHOR - 08/19 - 09/19

- Report and anchor all breaking and current news during newscasts
- Shoot, write and edit daily stories
- Produce content for web

### KCBD NEWS CHANNEL 11 - LUBBOCK, TX 2017 - 2019

#### WEEKEND MORNING ANCHOR, WEEKDAY PRODUCER AND REPORTER

- Produce and anchor hour-long Saturday and Sunday broadcast
- Run solo live shots through LiveU backpack
- Shoot, edit and write stories multiple times a week
- Manage and report on select investigative stories

### WSIL TV 3 - CARTERVILLE, IL 2015 - 2017

#### WEEKEND PRODUCER - 06/16 - 08/17

- Write and/or rewrite 30-50 scripts per day
- Manage newscast content, including weekend reporter schedules
- Manage website on the weekends
- Run graphics during the newscast

#### ASSOCIATE PRODUCER 12/15 - 06/16

- Edit videos for multiple broadcasts
- Run video operating system during newscast
- Shot and report breaking news

## EDUCATION:

### SOUTHERN ILLINOIS UNIVERSITY CARBONDALE

August 2013 - May 2017

Bachelors of Arts in Radio/Television  
Major: Broadcast Journalism  
Minor: Political Science &  
Communication Studies

Graduated  
Magna Cum Laude

## KEY SKILLS:

- Proficient in ENPS
- Work with GoDaddy & Wordpress Website Builders
- Adept in writing, specifically travel focused pieces
- Skilled in Adobe Premier & Final Cut Pro
- Educated in LiveU and in TVU broadcasting backpacks
- Experience in Photoshop
- Understanding of lighting and audio techniques

## PERSONAL SKILLS:

- Critical Thinker
- Active Listener
- Problem Solver
- Adapts Quickly
- Outgoing
- Positive Mindset

## MEMBERSHIPS:

### MCMA Peer Ambassador

August 2014 - May 2017

### Academic All Honors

August 2013 - May 2017

**FOX 32 - CHICAGO, IL  
SUMMER 2015**

INTERN

- Shadow various reporters and videographers
- Research possible stories and breaking news
- Answer phones and report to Assignment Editors
- Assist with LiveU Backpack coverage

**RIVER REGION EVENING EDITION - CARBONDALE, IL  
2013 - 2017**

- Anchor 01/16 - 05/17
- Reporter 01/16 - 05/16
- Producer 08/15 - 12/15
- Sports Director 01/15 - 06/15
- Sports Co-Producer 08/14 - 12/14
- Sports Reporter/Writer 08/13 - 05/14