

ROMNEY FRAZER

EXPERIENCED COMMUNICATIONS PROFESSIONAL

Experienced two-time Emmy award winning News Anchor/Reporter with a strong background in storytelling, media relations, and crisis communications. I have 16 years of experience crafting compelling narratives, managing press interactions, and delivering clear, strategic messaging under tight deadlines. Consistent ability to engage audiences across broadcast, in-person, digital, and social media platforms while building strong relationships with internal and external stakeholders. I have established relationships with journalists nationwide.

AREAS OF EXPERTISE

Multi-project management, crisis communications, critical thinking, cross team communications, outstanding public speaking & presentation skills, communication coaching, strategy development, data driven story ideas, client/vendor relations, established and growing nationwide network of journalists, creative social media content planning, creation and editing, writing compelling speeches & more.

WORK HISTORY

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| WNBC, NEW YORK CITY: MORNING REPORTER | 2021-PRESENT |
| <ul style="list-style-type: none">• Led real-time crisis response communication during high-impact news events, modeling calm and credible messaging aligned with organizational goals—skills directly translatable to crisis communications, client emergencies and/or sensitive issues.• Created content aligned with core mission and community relevance—practices transferable to client engagement, storytelling, and institutional branding.• Respond to breaking news situations to gather, confirm information while disseminating it to multiple teams internally and externally in a calm, confident, effective manner.• Collaborated cross-functionally with internal teams to shape narratives that increased audience trust and engagement, contributing to WNBC's climb to #1 in the key demographic. | |
| WKYC, CLEVELAND, OHIO: WEEKEND MORNING ANCHOR/REPORTER | 2019-2021 |
| <ul style="list-style-type: none">• Spearheaded & executed a 60-day communication plan to explain the impact of Covid on local schools. Translatable to situational effectiveness communication plan and emergencies.• Created daily content for broadcast/social media leading to growth in followers & engagement.• Monitor & implement brand consistency daily for broadcast and social media channels. | |
| WTOG, SAVANNAH, GEORGIA: ANCHOR/INVESTIGATIVE REPORTER | 2017-2019 |
| <ul style="list-style-type: none">• Researched issues, conducted interviews, and packaged compelling investigations that led to permanent protocol changes in the Chatham County 911 call center and in military housing at Fort Stewart. Translatable into digging into issues, preparing documents for presentations focused on different audiences including government agencies, legal testimonials, Marine Corps briefs/presentations, internal meetings, external presentations and more.• Confident writing and delivering dynamic keynote speeches.• Developed, produced & executed daily digital newscasts for multiple OTT & social media platforms. The digital newscast blueprint was replicated at more than twenty sister TV stations | |
| WJAX, JACKSONVILLE, FLORIDA: MORNING ANCHOR/REPORTER | 2013-2017 |
| <ul style="list-style-type: none">• Researched, pitched and executed important story ideas with significant impact to viewers.• Co-creator of daily radio reports & digital news updates for Amazon Alexa & Echo.• Developed and maintained relationships in various segments of the community. | |
| WFXL, ALBANY, GEORGIA: EVENING ANCHOR/REPORTER | 2009-2013 |

- Collaborated cross-functionally with external organizations to effectively create targeted stories and campaigns that were mutually beneficial.

ELI LILLY & COMPANY: PHARMACEUTICAL SALES REPRESENTATIVE

2004-2008

- Crafted strong sales messaging to 200 physicians to drive sales leading to a ranking in the top 20% for four consecutive years through data-driven, trust-based relationship management. Translatable into clear, consistent, and engaging communication with clients and outward partnering organizations to secure support.

EDUCATION

University of Maryland, Master of Journalism

University of Richmond, Bachelor of Arts