



Amber Rupinta

Broadcast Journalist & Communications Specialist

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AmberRupinta.com

Profile

An innovative and passionate journalist, meteorologist, award-winning TV news anchor, field reporter, and community engagement specialist with vast experience creating content on multi-platforms. I have been welcomed into viewers' homes as a trusted source of information for more than 20 years. I thrive in a fast-paced environment and am committed to my community, especially diversity and inclusion initiatives as a member of the Asian American Journalist Association.

Employment History

Anchor/Reporter at WTVD/Disney, Raleigh-Durham, NC

02/2004–Present

A creative and experienced News Anchor and Reporter for 4:00 pm and 5:30 pm newscasts in the nation's 24th largest market. Producer & Content contributor for Disney-owned national platforms including Hulu, ABC News, & Localish. I also have a science background with degrees in Geoscience and Meteorology. Articulate professional and public speaker who can visualize and analyze data breaking down complex topics for large audiences while delivering fact-based reports that promote awareness and integrity. Conceptualize, develop, create, and execute special reports and host live events and broadcasts on a range of topics within time constraints.

Notable Accomplishments:

- * Promoted to the highest position in the newsroom as a weekday evening anchor.*
- * Increased ratings to number one in the 4 pm time slot.*
- * Manage professional Facebook, Twitter, and Instagram accounts growing to >40K followers on own accord.*
- * Collaborate with National Geographic, ABC, & Hulu network producers for special reports including Our America: Housing Crisis/Inequity, Climate Change, Ghost Forests, She-Cession, Asian-American Pacific Islander Heritage Month, and Native American Heritage Month with special reports from my former home on the Cherokee NC Indian Reservation.*
- * Provided breaking & live updates & talk-backs for Governor's Coronavirus Task-force during Pandemic and natural disasters in N.C.*
- * Selected to co-host live special with Clay Aiken for 2019 Raleigh Christmas Parade & 2-hour broadcast of Miss NC Scholarship Pageant 2018, 2019*
- * Traveled to London with NFL Carolina Panthers for international game events coverage 2019.*
- * Partner with community organizations and nonprofits as host/emcee of fundraisers for year-over-year growth.*

Skills

Problem Solving
Creativity
Adaptability
Ability to Multitask
Communication Skills
Fast Learner
Leadership
Effective Time Management
Ability to Work Under Pressure
Good team player
Creative Thinking
Highly responsible and reliable

References

References available upon request

**Covered regional athletic events, playoff games, & massive celebrations including Philadelphia Eagles, Carolina Hurricanes, NHL All-Stars, Duke, UNC-Chapel Hill, and NC State's Final Four.*

Earlier Professional Experience

Freelance General Assignment Reporter, WCAU / NBC 10, Philadelphia, PA

Traffic Reporter, Traffic Pulse Networks, Philadelphia, PA

General Assignment Reporter / Fill-In Anchor / Photographer / Editor,
WHAG / NBC 25, Hagerstown, MD

Reporter/Producer/Freelance Assignment Editor/Teleprompter Operator,
ED Reahl Productions, WJZ Baltimore, MD

Education

Bachelor of Science (BS) Geoscience, Mississippi State University

2017

Operational Meteorology Certificate, Mississippi State University

2016

Graduate Certificate-Technology & Communication, School of Journalism, University of North Carolina at Chapel Hill

2016

Bachelor of Science (BS) Mass Communicatin/Journalism, Towson University

1998

Awards

Winner, NAMI Media Award for coverage and partnership. (2019)

Contributed to WTVD's Regional Edward R. Murrow Award for a breaking news story covering the ConAgra explosion near Raleigh, North Carolina. (2010)

Nominee, 21st Annual Midsouth Regional Emmy Award, for Breaking News while serving as lead reporter on the scene following a terrorist attack by Mohammed Taheri-azar at the University of North Carolina, Chapel Hill. (2008)

Best Traffic Reporter, Bucks County Courier Times, Philadelphia. (2002)

Winner, Associated Press Award for Best News Series, Behind the scenes of Wheel of Fortune in DC. (2001)