

Lucy Segal

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EXPERIENCE

- 2012-Present National & NYC On-Air Presenter & Lifestyle Expert/Host (freelance)**
TODAY SHOW, NBC, FNC, WPIX, WNBC, New York, NY
- Host Live, Unscripted Lifestyle demo pieces in quick time slots, & often short prep
 - National Health and Beauty Expert & Time Life Music Infomercial Co-Host
 - Senior Segment Producer from pitch to broadcast: prep, organize, coordinating all assets
- 2011-2015 Prime Time Anchor/News12 NJ, ABC NEWS NOW “Digital” Anchor (freelance)**
News12 NJ HQ Edison, NJ, & ABC NEWS HEADQUARTERS , New York, NY
- Anchored Live “News in a Flash” Updates & MTVU News Updates
 - Hosted and Anchored Live Entertainment show *What’s the Buzz*
 - Conducted daily interviews on breaking international news stories: foreign affairs
- 1999-2009 Master Public Speaking Coach and Expert Communications Trainer (TeachingStaff, P/T)**
Communispond, est. NYC, NY-now Global
- Executive Coach/Instructor for enhanced presentation skills to Fortune 500 corporate & staff
 - Dynamic leader committed to participants’ attaining measurable communication & media growth
 - Trained executives in all biz sectors: finance, law, B to B, consumer goods, products & services
 - Executed specialized lesson plans, requiring extensive preparation and included consistent on-going study with intensive supervised reviews to maintain “Instructor” status
 - Elevating clients to become successful influencers that maintain & grow target audience base
- 1999-2013 QVC On-Air Spokesperson/Guest Host/Health and Beauty Expert/Brand Ambassador**
QVC: Westchester, PA -Braun/Gillette, Salton, Farberware, Melitta, Westinghouse, Panasonic, Bell & Howell, HealthSmart, Microplane, Supersmile and JR Watkins
- Frequent QVC on-air guest; included numerous seven figure USA/UK TSV sales achievements
 - Produced and hosted segments via QVC’s specialized “benefit of the benefit” backyard approach
 - Selected by network executives for exemplary skills to train new hosts & guests
 - Recognized as a Top Direct-Sales Guest via evaluation of DPMS- consistently generating six figure sales revenue on one-time spots, often achieving sell-outs
- 1996-1998 Senior Producer/Line Producer/On-Air Reporter**
WBIS-TV, & MSG Metro Channel, New York, NY
- Supervised programming & production team, including Susie Essman’s talk show
 - Line produced interactive talk show, incorporating innovative techniques like digital platforms
 - Writer & copy editor of all research and scripts-including those specifically for Wall Street Journal
 - Pitched, wrote, produced and fully executed packages of notable business leaders
- 1992-1995 On-Air News Anchor/Senior Producer**
CBS O&O: WLNY-TV, Long Island, NY
- Senior producer, anchor, writer and reporter for live nightly newscast and cut-ins
 - Line producer and host of weekly half-hour public affairs and health shows
 - Executive producer and copy editor of nightly scripts and rundowns

EDUCATION

Master of Arts, Broadcast Journalism New York Institute of Technology, Old Westbury, NY
Bachelor of Arts, Communications Fordham University, Bronx NY