



CARMEN LOFTON

**ANCHOR/
REPORTER**

EXPERIENCE

ANCHOR/REPORTER

KTBS 3, Shreveport, LA | 2022 - July 2023

- Coordinating interviews for news content
- Working collaboratively with news managers
- Writing/ producing feature pieces
- Shooting/editing content
- Researching/ fact checking
- Solo Anchor of Weekend evening broadcasts
- Present content during nightly evening broadcasts

DIGITAL CORRESPONDENT

Black News Channel (Now The Grio) |
2021 - 2022

- Representing BNC on digital platforms including but not limited to bnc.tv, Instagram, Twitter, Facebook, TikTok, BNCGo, etc.
- Generating concepts for original content for BNC digital platforms
- Serves as social media manager, live clipping linear broadcasts for use on digital platforms
- Assist in the growth of BNC digital platforms through content strategy

MORNING SHOW PRODUCER/ FILL-IN ANCHOR

Black News Channel (Now The Grio) |
2020 - 2021

- Sole producer of BNC Morning (Start Your Day with Sharon + Mike)
- Fill-in weekend anchor, BNC Weekend

MORNING SHOW PRODUCER

16 WAPT News, Jackson, MS | 2017-2019

- Writing news stories for weekday and weekend morning broadcasts
- Work overnight to strategize with news team to create, develop and implement news stories
- Addressing viewer concerns via phone, email and social media
- Work with photographers, videographers and other journalist to produce stories.
- Coordinate the production of breaking news for fast-paced morning newscasts.
- Post stories to web and social media
- Organized regular live hits from national bureau

PROFILE

I am a passionate journalist with over 6 years of experience as a creative storyteller. I've worked as a producer, reporter and anchor in markets across the Southeast. I excel at shooting, writing, and editing, especially community feature pieces.

EDUCATION

Bachelor of Arts (Communication)

Mississippi State University- May 2017

Masters of Mass Communication

Jackson State University- (completion
Dec 2023)

SPECIALTIES

- Community Feature Pieces
- Writing
- Shooting
- Editing

CONTACT

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Click to view resume reel:
<https://www.youtube.com/watch?v=rbEqMSBRWzc>