

Blossom Bonsor

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Summary

Dynamic recent graduate with a focus on electronic journalism and speech communication. Hands-on experience includes anchoring, producing, and weathercasting for live broadcasts, as well as voice-over artistry for PBS and NPR affiliates. Versatility and dedication to excellence are demonstrated through roles in PR, social media management, and sales.

Education

Bachelor of Arts in Radio, Television and Digital Media, Focus on Electronic Journalism

Southern Illinois University (SIU), Carbondale, Illinois,

May 2014

Minor in Speech Communication

Experience

Anchor/Producer, River region Evening Edition *Carbondale, Illinois*, September 2014-May 2016

- Served multiple positions for half-hour live news broadcast live regionally in 5 states on WSIU PBS affiliate
- Anchor/Reporter-Acted as one-man band reporter, scripting stories, shooting footage, developing graphics in Photoshop, and editing on Final Cut Pro; wrote voice-overs and visits for the show using NewsKing
- Producer- stacked order of newscast and decided what stories to air, ensuring show timed out properly
- Weathercaster- researched using National Radar for Weather Service and reported on air weekly

Voice-Over Artist, WSIU PBS and NPR Stations *Carbondale, Illinois*, September 2014- May 2015

- Voiced SIU commercials that aired on both TV and Radio
- Voiced several community event promotions aired on WSIU NPR station

Host/ Floor Director, Studio A *Carbondale Illinois*, September 2012-May 2014

- Wrote the script and served as co-host of student-run music showcase (aired on WSIU-TV PBS affiliate)
- Interviewed guest musicians from a variety of backgrounds/genres on camera
- Communicated between technicians, talent, and director to ensure efficient flow of show

News Intern (paid), RFD-TV *Nashville, Tennessee*, Summer 2015

- Researched audience-relevant headline news stories and wrote headlines to air during newscast of RFD-TV, a 24-hour television network distributed to more than 63-million homes worldwide
- Wrote questions and conducted interviews over the phone, edited for packages with Final Cut Pro
- Ran teleprompter for newscasts and worked with phone system to connect interviewees to live newscast
- Shadowed editing department, developing knowledge of professional level deadlines and workflow

Sales Associate, Best Buy *Carbondale, Illinois*, August 2013- May 2014

- Awarded salesperson of the month for dedication to customer service and consistently surpassing sales goals

Account Executive/ Social Media Committee Member, Public Relations Student Society of America (PRSSA)

Carbondale, Illinois,

Spring 2013

- Regularly updated all social media networks (Twitter/Facebook/Instagram/OrgSync) with upcoming events
- Wrote blog posts and press releases for activities and events, updated WordPress site
- Account executive over Eccentrics Boutique public relations serving as liaison between client and committee and leading bi-monthly meetings
- Planned public relation events and initiated a new calendar system to implement public relations plan

Child Care Assistant, YMCA *Bloomington, Illinois*, Seasonal

May 2010-August 2012