

Sierra Fox

Reporter, Anchor, Host

Represented by United Talent Agency

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Experience

FOX 5 DC: REPORTER, FILL-IN ANCHOR, AND HOST

NOVEMBER 2020 - PRESENT, WASHINGTON, DC

- Pitch unique, exclusive story ideas out of DC, Virginia, and Maryland
- Work with photographer to produce creative, memorable live shots in 4 pm, 5 pm, and 6 pm newscasts
- Versatile storyteller covering everything from breaking news to politics to sports
- First on scene to cover the January 6th insurrection at the Capitol
- Go-to reporter for FBI updates following the deadly attack
- Produced 30 minute "Dancing In DC" Special
- Produced 30 minute "The Sierra Fox 4th of July" Special
- Make appearances as a fill-in anchor and Like It Or Not

WRIC ABC 8NEWS: REPORTER AND ANCHOR

MARCH 2018 - NOVEMBER 2020, RICHMOND, VIRGINIA

- Enterprise original story ideas and investigative pieces
- Report on one or more stories live daily for 5 pm, 5:30 pm, 6 pm, and 11 pm newscast
- Convince reluctant people to grant exclusive and revealing interviews
- Engage with viewers using social media
- Contributor to the success of station's recognition for the following awards:
 - Regional Edward R. Murrow Award Winners:
 - -Breaking News – September Tornado Outbreak
 - -Overall Excellence
 - AP Awards 2020:
 - -Outstanding News Operation of the Virginias
 - -1st place, Best Continuing News: Capitol in Crisis
 - -2nd place, Spot News: Henrico Active Shooter Hoax
 - -1st place, Outstanding Sports Operation of the Virginias (UVA Basketball Championship Coverage)

WDVM (FORMERLY WHAG-TV): REPORTER AND ANCHOR

OCTOBER 2016 - MARCH 2018, WINCHESTER, VIRGINIA

- Pitched original and compelling story ideas, shoot, write, and edit multiple stories daily for all newscasts
- Set up live shots with TVU One or Live-U backpack
- Have grown a network of community contacts and sources through effective relationship building
- Wrote web scripts and use social media to engage with viewers
- Interviewed Senator Tim Kaine, Governor Terry McAuliffe, Bishop of Arlington
- Stories have aired on WRIC in Richmond, WFXR in Roanoke
- Employee of the Month (March 2017)

GOOD MORNING AMERICA: INVESTIGATIVE UNIT INTERN

SUMMER 2016, NEW YORK CITY

- Pitched stories to air, conducted research for Investigative Unit (GMA-I), and logged video
- Assisted live producers in-studio with segments involving celebrity guests
- Helped with audience coordination for live shots during Summer Concert series every Friday

Skills

- Researching, Investigating, Interviewing, Writing
- Editing: Adobe Premiere, Avid, Edius, ENPS, Final Cut Pro, iMovie, and iNewsShooting and producing content for digital platforms
- Over 50K followers on Instagram, Facebook, TikTok, and Twitter
- Bi-lingual – English/Spanish

Education

CAMPBELL UNIVERSITY

Graduated May 2016, BUIES CREEK, NORTH CAROLINA

- B.A. Bachelor of Arts in Communication Studies with minors in Business Marketing and Management
- Division I Lacrosse Scholarship Athlete
- Campbell University Homecoming Queen
- Senior of the Year in Broadcasting and Electronic Media
- North Carolina College Media Association Honorable Mention in New Writing for "Trading Guns for Pencils"
- Founding Sister, Delta Phi Epsilon Gamma Upsilon Sorority Chapter