

Jennifer Borget

www.JenniferBorget.com
Jborget@gmail.com

Objective

Obtain a fun career in the communications field utilizing my passion for writing, creativity and social media.

Experience

YNN/ NEWS 8 AUSTIN – Austin, TX

Weekend Anchor/ Reporter 6/2008 to Present

- ◆ Enterprise, develop, shoot, write, produce and edit creative news stories for 24-hour cable news channel
- ◆ Share breaking news via social media sites in fast-paced environment
- ◆ Interact with viewers through Facebook and Twitter while promoting YNN's fan pages
- ◆ Work on tight deadlines while translating difficult concepts into understandable stories for viewers
- ◆ Volunteer as Diversity Council President and act as a leader representing our station in the community

SELF-EMPLOYED– Austin, TX

Social Media Producer, Brand Ambassador, Writer and Owner 10/2008 to present

- ◆ Develop a blog from the ground up producing daily content for a growing number of subscribers
- ◆ Use photography and video editing skills to create exciting content
- ◆ Manage expanding Twitter, Facebook, and Pinterest accounts with more than 17,000 subscribers combined
- ◆ Produce relevant content for major websites such as BabyCenter.com and Parenting.com
- ◆ Educate brands on innovative marketing campaigns and attend social media conferences as a representative
- ◆ Use SEO to bring in more readers, subscribers, and customers and stay on top of evolving social media trends

KBYU-TV and BYU-TV – Provo, UT

Host, Correspondent and Anchor 8/2006 to 5/2008 and 6/2010-6/2011

- ◆ Research and present facts on various topics for nationally televised show “Fresh Take”
- ◆ Provide interactive social media approaches for new television show
- ◆ Managed and anchored host segment for television magazine show on satellite television “BYU Weekly”

KTVX (ABC 4 News) – Salt Lake City, UT

General Assignment Reporter 10/2007 to 5/2008

- ◆ Part-time reporter produced story ideas, wrote and presented live for various news shows
- ◆ Used social media skills to find interviews for stories and develop relationships with viewers
- ◆ Worked on tight deadlines in competitive market DMA #33

KCSG NEWS – St. George, UT

General Assignment Reporter, TV Show Host 10/2005 to 6//2006

- ◆ Produced story ideas, wrote and edited stories then performed for the live 9pm weekday news
- ◆ Interviewed special guests and announced music for television show “The Echo”
- ◆ Used social media to connect with bands and viewers

Awards

- ◆ \$20,000 Scholarship Winner from the National Association of Broadcasters Education Foundation
- ◆ 2007 1st Place Utah Broadcast Association Radio Newscast Winner
- ◆ 2006 2nd Place National Public Radio News Directors Incorporated News Feature Winner
- ◆ 2006 and 2007 National William Randolph Hearst Foundation Radio & TV News Winner
- ◆ 2006 3rd Place Society of Professional Journalists Regional Television News Reporting Winner
- ◆ 2006 Writer of the Year for Schooled Magazine
- ◆ Rated “Most Influential” for various topics on Klout, and ranked as an influential blogger for Babble.com

Education

BRIGHAM YOUNG UNIVERSITY- Provo, UT

B.A. Communications, Broadcast Journalism

Major GPA: 3.7

Professional Societies

- ◆ Radio Television News Directors Association
- ◆ National Association of Black Journalists

Media Skills

◆ Search Engine Optimization

◆ Avid and Final Cut

◆ Adobe Photoshop

◆ YouTube

◆ Twitter & Instagram

◆ Foursquare

◆ Pinterest

◆ Conversational Spanish

◆ Facebook

◆ StumbleUpon

◆ Microsoft Office

◆ Type 55 WPM