



Cassandra  
Webb

ANCHOR / DIGITAL

## CONTACT

► 501.605.7026

► cassandrawebb82

@yahoo.com

@cassandrawebbTV

## EXPERIENCE

### Independent Journal Review - Washington, D.C.

Deputy Editor/Digital Video Consultant | 2016-2017

- Managed and coached writing team, pitched/assigned content with superior understanding of viral potential.
- Identified and taught best practices in digital video, defined company's overall digital strategy.
- Consistently pitched stories that reached over a million readers.

### WRBL - Columbus, GA

Anchor | 2015-2016

- Produced and anchored daily 5 p.m. broadcast.
- Improved energy of show by creating engaging segments.
- Strong leadership skills, mentor to reporters.

### KTXS - Abilene, TX

Anchor/Reporter | 2012-2014

- Anchored top-rated morning show.
- Generated digital content, newsroom leader.
- At ease with unscripted, breaking news.

## ACHIEVEMENTS

### Anchored IJR's first Facebook Live programming -

Inauguration Day

Jan 2017

### Pitched Top Story of the Week

Story received 5.3 million views, 130K+ Facebook shares

### First to uncover LaFayette shooter John Houser's police record

Tweet of report featured on BuzzFeed

### Texas Associated Press Broadcasters Award

2013-2014

## EDUCATION

### Bachelor of Arts in Journalism

Angelo State University | 2000-2004

### Masters Degree in Journalism

University of Arkansas at Little Rock | 2007-2008

## SKILLS

Social Media Packaging

Public Speaking

Digital Strategy

Copy Editing