

ADAURE ACHUMBA

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PROFILE

Experienced, well-travelled Anchor, Multi-Media Journalist, News Correspondent and Communications Professional with demonstrated success in challenging and demanding circumstances.

Expertise include reporting, anchoring, producing, shooting and covering breaking news including crime, health, business, politics, hazardous environment and terrorism, leading journalist teams and projects, conducting investigative reporting, managing assignment desks and coordinating news events.

Skilled Communicator, maximizing access, productivity through effective use of technology and relationships

Charlotte born, Nigeria raised, UNC-Chapel Hill educated, worked in US and across Africa.

Accomplishments have been a function of these unique talents

- Insatiable Curiosity
- Engaging personality to build relationships
- Internally driven to deliver results
- Self-starter in planning and execution
- Strong team leader and team player
- Strong negotiator and conflict resolver
- Creative in resourcing
- Detail oriented to manage projects effectively

Professional Experience

WFMY-CBS News 2, Greensboro, NC

02/18 - Present

Reporter – Multimedia Journalist

Report on daily breaking and spot news with multiple Live Hits

Shoot, write, edit and turn news packages and VO-SOTS; Look Live reporting

WCTI ABC/ FOX News Channel 12, New Bern, NC

01/17 – 11/17

Anchor –Reporter – Producer

Anchor, produce and edit Weekend AM news cast; Fill-In Anchor, 6pm,10pm & 11pm Weekend shows
Shoot, write, edit and turn news packages and VO-SOTS; frequent Live Hits, Look Live reporting

Five Cowrie Creek Media Ltd., Lagos, Nigeria

03/10 – 05/15

Founder/Creative Director

Provided fixers, resources, ground support to broadcast journalists (International press crew and freelancers)

Field produced coverage of Liberia Run-off election for Al Jazeera and Nigeria Elections for France 24 in 2011

Arise TV News, Lagos, Nigeria

01/15 – 05/15

Freelance News Correspondent, West Africa

Daily live reports, breaking news and analysis on news across region including 2015 Nigeria elections and Boko Haram insurgency

Conducted interviews, produced news and business features, managed bureau operations and editorial output

E-News Channel Africa (ENCA), Johannesburg, South Africa

11/11 – 01/15

News Correspondent/ Bureau Chief West Africa

Led staff of five reporting, producing daily lives, breaking news and packages, planning crew/bureau logistics

Reported, wrote news from region such as Ebola outbreak, Boko Haram and Chibok School Girls Kidnap

Reuters TV, Lagos, Nigeria

11/10 – 11/11

Video Producer/Reporter

Produced video reports and coordinated visual contributions of the bureau for the global wire service

Planned, strategized and coordinated intake from stringers and affiliates; Wrote and reported stories

Silverbird Television and Radio Network, Lagos, Nigeria

01/07 – 06/10

Senior News Correspondent, News Anchor, Presenter, Producer

Anchored daily news casts, filed news, business and investigative reports, co-host/news reader on radio shows

Created and served as Supervising and Creative Producer for station's flagship breakfast show, Today on STV

Reported/Anchored special news events including Presidential Inauguration/Death, Niger Delta Kidnappings

and Oil Spillage, MS World, Hennessy Artistry Events, Obama campaign event, and US election

Part of 7 Country Sahara-by-Road Expedition for desert encroachment awareness which included camping in hostile environment in Mali, Burkina Faso and near borders of Mauritania

M-NET Africa, Johannesburg, South Africa/ Lagos, Nigeria

10/09 – 05/10

Presenter/Travel Reporter

Reported and produced culture and lifestyle stories on travel, tourism, fashion, arts, cuisine and entertainment

Covered related events and stories in different African countries and packaging reports

KCOY CBS 12/KKFX FOX 11 News, Santa Maria, CA

01/06 – 12/06

Assignment Editor/Desk Manager

Led assignment desk, morning meetings, conducted story enterprising and development, and team scheduling

Coordinated affiliate content, Sat and live truck, maintained contact list, daily story grid, and news sourcing

WTVD ABC 11 News, Raleigh, NC

01/03 – 12/05

Assignment Desk Editor, Associate/Field Producer, Uplink Coordinator

General Assignment desk duties and produced daily web/digital newscast.

Researched, wrote, and was associate producer for 5:00, 6:00, and 11:00pm news.

Internships

CNN Los Angeles Bureau, Los Angeles, CA

Fall 2006

Intern Assignment Editor

Carried out general assignment desk duties; Set-up interviews for American Morning, Inside Africa, Larry King Live, and Showbiz Tonight; Referred to front a special report on Nigeria Eko Atlantic project in 2008

Chapel Hill Herald, Chapel Hill, NC

Summer – Fall 2005

Intern News Reporter

Wrote news articles and feature stories that made front page several times; covered local government

Education

University of North Carolina at Chapel Hill, Chapel Hill, NC 05/02

B.A. in Journalism and Mass Communication

Minor in Dramatic and Performing Arts

International School, University of Lagos, Lagos, Nigeria 06/97

Awards

Women In Journalism Conference: named one of '50 Women Changing Journalism in Africa' (2014)

Nigeria Media Merit Awards: Reporter of the Year (2010)

Fab Magazine Awards: Presenter of the Year (2010),

Future Awards of Nigeria: Nominee, Best On-Air Talent (2007, 2008, 2009)

Electronic News Association of the Carolinas 2003; 1st Place, Feature News Reporting (2003)

Professional Organizations

National Association of Black Journalists, NABJ (USA)

Atlanta Press Club

Technical Skills

- Final Cut/EDIUS Editing
- Apps and Social Media
- Photography
- Videography
- Adobe Editing
- AP News Center & ENPS
- I-NEWS
- Pathfire
- DMG
- AVID
- Media 100
- Grass Valley Digital News Edit
- Microsoft Office Suite

Languages

- English, Igbo, Pidgin/West African Creole/Krio- Fluent: Read, Write, Speak
- Yoruba, French- Minimal to Intermediate comprehension of standard dialect

Related Travel Experience

- China
- Italy
- Liberia
- Mali
- Senegal
- South Africa
- Benin Republic
- Togo
- Ghana
- Burkina Faso
- United Kingdom
- Kenya
- Congo & DRC
- Northern Nigeria
- Niger Republic