**ADAURE ACHUMBA**

**(ANCHOR/REPORTER)**

Tampa, FL | (919)-885-9892 **|** ada\_achumba@yahoo.com | adaureachumba@gmail.com| t: @adaure

**Profile**

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

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

**WTSP-CBS 10 TAMPA BAY, Tampa, FL 06/21 - Present**

*Reporter – Multimedia Journalist*

* ***Pitch and Report*** on daily breaking, spot news and enterprise news with multiple Live Hits
* ***Shoot, write, edit, and turn news packages, VO-SOTS;*** Look Live reporting, write articles and social media

**WFMY-CBS News 2, Greensboro, NC 02/18 – 06/21**

*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

**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

**Five Cowrie Creek Media Ltd., Lagos, Nigeria 03/10 – 05/15**

*Founder/Creative Director/Media Consultant*

* ***Provided*** ***fixers, resources, ground support*** to broadcast journalists (International press crews and freelancers)
* ***Field produced coverage*** of Liberia Run-off election for Al Jazeera and Nigeria Elections for France 24 in 2011
* Provided media crisis solutions, coordination, and distribution for high profile corporate and government events
* Created press releases, managed/influenced clients’ images in press, booked clients on high profile news magazine shows and bulletins like CNN *African Voices*, CNBC Africa ‘*Eyes On’ and Bloomberg Africa*
* Served clients in Finance, Oil & Gas and Environmental Action sector with media spend of +$150,000-$250,000
* Co-wrote and co-produced documentaries pitching clients to potential sponsors and government review panel
* Provided broadcast journalism solutions and support for international press crew and freelance journalists

**Silverbird Group 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 May 2002**

* B.A. in Journalism and Mass Communication
* Minor in Dramatic and Performing Arts

**International School, University of Lagos, Lagos, Nigeria June 1997**

**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 Associations and 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