

# Jay Plyburn

<https://youtu.be/HOPc6RmPTts>

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304-638-5641

## **PROFILE**

Charismatic entertainer and media representative who is an accomplished public speaker with extraordinary verbal and written communication skills. Detail-oriented journalist with a flair for creativity offering expertise in writing, shooting, and editing original content. Persuasive team builder and natural leader who proactively plans out and executes business improvement strategies. Consistently delivers strong financial results in competitive markets through strategic brand management.

## **EXPERIENCE**

### **News Reporter, WXIA - Atlanta, GA**

#### **October 2018 - July 2020**

Wrote, shot, and edited daily videos for broadcast, website, and social platforms. Successfully launched Tegna's My News digital pilot program. Increased social media presence by 215%. Boosted web traffic by 99.9%.

### **Video Producer, Fellowship Bible Church - Roswell, GA**

#### **October 2017 - May 2018**

Shot and produced compelling video stories. Created original content for Sunday mornings and church website. Assisted with weekly live productions. Organized and edited weekly multi-cam video content.

### **News Anchor, KFSM - Fort Smith, AR**

#### **June 2013 - August 2016**

Anchored daily live morning and noon broadcasts. Doubled ratings and increased viewership in key demographic. Wrote, produced, and edited weekly entertainment news segments. Mentored coworkers on creative writing, teleprompter usage, and breaking news.

### **News Anchor/Reporter - Rogers, AR**

#### **January 2011 - May 2013**

Wrote, produced, and anchored live weekend broadcasts. Promoted daily news coverage through social media platforms. Shot, wrote, and edited daily news reports.

### **News Anchor/Reporter - Midland, TX**

#### **February 2008 - December 2010**

Wrote, produced, and anchored live morning broadcasts. Shot, wrote, and edited daily news reports.

## **EDUCATION**

Marshall University, Huntington, WV - Bachelor of Arts in Broadcast Journalism

## **HONORS AND ACTIVITIES**

- Master of Ceremonies for countless fundraisers and banquets
- Keynote Speaker for a variety of school and community events
- Spokesperson for annual "Scouting For Food" Drive
- Kappa Alpha Order - Corresponding Secretary and Social Chair
- Delta Epsilon Chi - Vice President
- Eagle Scout