



# JAY PLYBURN

## ABOUT

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, filming, and editing original content. Works well under pressure of a deadline and remains calm throughout process. 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. More than 15 years of experience as a visual storyteller, working in front of and behind the camera, then overseeing every detail of the creative process, creating lasting positive memories for colleagues and customers.

## CONTACTS

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- 📍 Grand Rapids, MI

## RELEVANT EXPERIENCE

### NEWS ANCHOR

2021 - Present

WZZM, Grand Rapids, MI

- Assist with production of morning news program
- Collaborate with producers, reporters, and meteorologists to determine headlines and news coverage priorities
- Read through scripts to make sure content is relevant and updated
- Anchor 2.5 hour live morning broadcast
- Shoot, write, and edit weekly news segments
- Investigate news tips and create compelling content as part of the HELP Team
- Mentor colleagues on creative writing, teleprompter usage, breaking news coverage, etc.
- Make public appearances on behalf of station
- Contributes to significant ratings increase for morning viewership

### NEWS REPORTER

2018 - 2020

WXIA, Atlanta, GA

- Reported on current events for daily broadcasts and social platforms
- Successfully launched MyNews digital platform for Tegna
- Boosted social media engagement by 215%
- Increased traffic to company webpage by 99.9%
- Built relationships and gained the trust of locals
- Sought out original content through established relationships in the community
- Shot, wrote, and edited daily news reports

### VIDEO PRODUCER

2017 - 2018

Fellowship Bible Church, Roswell, GA

- Shot, wrote, and edited compelling video stories
- Assisted with weekly live productions
- Organized and edited weekly multi-cam video content

### NEWS ANCHOR

2013 - 2016

KFSM, Fort Smith, AR

- Assisted with production of morning and noon news programs
- Collaborated with producers and weather team to determine headlines and news coverage priorities
- Read through scripts to make sure content was relevant and updated
- Anchored 2.5 hour live morning broadcast
- Anchored 30 minute live noon broadcast
- Shot, wrote, and edited weekly news segments
- Mentored colleagues on creative writing, teleprompter usage, breaking news coverage, etc.
- Made public appearances on behalf of station

### NEWS ANCHOR/REPORTER

2011 - 2013

KHOG, Rogers, AR

- Assisted with production of weekend evening and nightly news programs
- Collaborated with producers, reporters, and meteorologists to determine headlines and news coverage priorities
- Read through scripts to make sure content was relevant and updated
- Produced and anchored 30 minute news programs on Saturday and Sunday evenings
- Shot, wrote, and edited daily news segments
- Made public appearances on behalf of station

### NEWS ANCHOR/REPORTER

2008 - 2010

KMID, Midland, TX

- Assisted with production of weekend evening and weekday morning news programs
- Collaborated with producers, reporters, and meteorologists to determine headlines and news coverage priorities
- Read through scripts to make sure content was relevant and updated
- Produced and anchored multiple news programs throughout the week
- Shot, wrote, and edited daily news segments
- Made public appearances on behalf of station

# JAY PLYBURN

## EDUCATION

**Marshall University**, Huntington, WV  
B.A. in Broadcast Journalism

2002 - 2007

## ACCOMPLISHMENTS

- Contributed to significant ratings increase at WZZM from 2021 to 2023, helping morning show become the most watched broadcast at the station and 2nd most watched morning show in the market
- Boosted social media engagement by 215% from 2019 to 2020, for MyNews Facebook page
- Increased traffic to MyNews webpage by 99.9% from 2019 to 2020
- Master of Ceremonies for fundraisers, banquets, and concerts
- Keynote Speaker for community events
- Spokesperson for a variety of initiatives including annual Scouting for Food drive
- Corresponding Secretary and Social Chair for Kappa Alpha Order
- Vice President of Delta Epsilon Chi
- Outstanding Eagle Scout of the Year in 2003
- Eagle Scout

REFERENCES AVAILABLE UPON REQUEST