

CHERYL NELSON

Broadcast Meteorologist, CBM | TV Host

Natural Disaster & Travel Preparedness Expert/Correspondent

CherylNelson@PrepareWithCher.com

www.PrepareWithCher.com

Weather Reel: <https://youtu.be/EcsDiJLtANE>

TV Host Reel: https://youtu.be/NOTBWp_pSks

PROFESSIONAL PROFILE

Award-winning AMS-certified broadcast meteorologist, TV host, correspondent, and natural disaster & travel preparedness expert with 20 years of professional television and public speaking experience. Cheryl has appeared on TODAY, Fox News/Fox Weather, The Weather Channel, The AccuWeather Network, BBC World News, News Nation and in various local U.S. television markets such as Fox 5 New York.

EDUCATION

The Pennsylvania State University, University Park, PA

Bachelor of Science Degree in Meteorology with emphasis in Communications

CERTIFICATIONS

- ❖ American Meteorological Society - Certified Broadcast Meteorologist #397
- ❖ Harvard X – edX Verified Certificate for The Health Effects of Climate Change
- ❖ FEMA-NDPTC - Certified Instructor (Teaches: Climate Adaptation, Coastal Hazards, Flooding Hurricane, Tornado & Winter Weather)
- ❖ South Central Climate Adaptation Science Center - Certificate in Physical & Societal Impacts of Climate Change
- ❖ IAP Career College - Certified Lifestyle Expert
- ❖ NAPSR - Pharmacology/Pharmaceutical Sales Training, CNPR Certification # 579882012

PROFESSIONAL EXPERIENCE

Prepare with Cher, LLC

February 2019 – Present

Founder & Owner

Freelance Services Offered:

TV Host

- ❖ An animated and enthusiastic TV host for various shows, commercials and internet videos
- ❖ Co-host of the national lifestyle TV show, ‘Main Street Living’ on the YurView Network/Cox Cable
- ❖ Host of the financial TV show, ‘Aspire 2 Retire,’ airing on NBC & FOX in Richmond, VA
- ❖ Hosts a monthly “Prepare with Cher” segment on Cox Cable

Spokesperson/Lifestyle Expert for various companies, brands and products

- ❖ Recent clients include JUDY, Cummins Residential Generators, Honeywell Air Purifiers & Space Heaters, Master Lock/Sentry Safe, Studio 77, VeggieFresh and more
- ❖ Promoted brands such as HP, LG, Batteries + Bulbs, Bob’s Red Mill, Honest Tea, PB Fit, Planet Oat, Service Master Restore, Yves Veggie Cuisine and various real estate companies in TV segments

Broadcast Meteorologist, CBM and Natural Disaster & Travel Preparedness Expert

- ❖ Recent freelance broadcast meteorologist at WNYW-TV, Fox 5 New York City
- ❖ Hosts TV segments about climate change, environmental issues, space weather, travel and more
- ❖ Promotes natural disaster preparedness through speaking engagements, social media and TV segments

Cox Communications/Yurview (Freelance)

April 2020 - Present

National Lifestyle Show Co-Host, Main Street Living

- ✚ Host the lifestyle TV show, Main Street Living airing nationally on Cox Media’s/Cox Cable’s Yurview Network
- ✚ Conduct compelling interviews with celebrities and other guests
- ✚ Ad-lib with co-hosts and read from teleprompter about local and national trending news stories, healthcare & wellness, beauty, sports, music, food, entertainment, animals, lifestyle, breaking news, announcements and more
- ✚ Work collaboratively with producers, write compelling news stories and execute strategic communication plans

FEMA/NDPTC (National Disaster Preparedness Training Center) (PT contractor) October 2015 - Present

FEMA- Certified Instructor/Meteorologist

- ✚ Represent FEMA-NDPTC as a presenter, trainer, instructor and meteorology subject matter expert
- ✚ Educate emergency managers, law enforcement, school and hospital officials, first responders and community partners about hazardous weather information to better prepare communities and agencies for tornado threats, flooding/coastal hazards, winter storms and hurricanes, with safety-conscience information and instruction
- ✚ Lead disaster scenario training exercises with stakeholders to identify emerging issues and trends and encourage analytical discussions
- ✚ Actively post information and photos to social media accounts using hashtags during course deliveries

WNYW-TV Fox 5 New York City (temporary)

March 2023 – June 2023

Broadcast Meteorologist

- ✚ Analyzed and interpreted weather data, computer models and observations; managed daily operations
- ✚ Formulated accurate weather forecasts for New York City and the surrounding counties and marine/coastal waters
- ✚ Full-time Broadcast Meteorologist for a mix of live weekday noon and 6pm newscasts; explained scientific concepts and told weather stories via easy-to-understand weathercasts
- ✚ Delivered public safety information to millions of viewers during high stress, emergency severe weather situations
- ✚ Created and produced eye-catching weather graphics in Baron Lynx and WSI Max weather computer systems

WTKR-TV News 3 (CBS, Norfolk, VA)

August 2016 – January 2022

Lifestyle Show Co-Host, Coast Live

- ✚ Hosted the lifestyle TV show, Coast Live, weekdays from 9 - 10 AM.
- ✚ Organized and led viewer-relatable lifestyle show segments & led live satellite interviews with celebrities
- ✚ Ad-libbed with co-host about local and national trending news stories, issues, breaking news and announcements
- ✚ Conducted compelling live in-studio and on-location interviews with guests
- ✚ Connected with viewers through adventures and interviews all across Coastal VA and northeast NC
- ✚ Managed digital content on niche traditional and top-tier social media platforms and channels
- ✚ Worked collaboratively with producers, brainstormed story ideas, contributed to pre-production meetings, wrote compelling news stories and effectively executed strategic communication plans to support a live weekday show

The AccuWeather Network (freelance)

April 2016 – April 2020

Meteorologist & Field Correspondent

- ✚ Traveled to field report and forecast for weather events such as hurricanes, nor'easters and winter storms
- ✚ Delivered live weather information to millions of people in a timely and organized fashion during high stress, emergency severe weather situations
- ✚ Remained calm and poised under pressure and remained focused when working under tight deadlines
- ✚ Scheduled interviews with interesting experts and witnesses
- ✚ Reviewed stories for accuracy, grammar, style and content
- ✚ Cultivated a network of contacts and sources to develop potential leads and story tips
- ✚ Wrote, tracked voiceovers and performed live-shots to front original tv stories about weather, climate change, environmental issues, space weather and other captivating STEM topics
- ✚ Pitched story ideas such as how autonomous vehicles perform in inclement weather and how weather affected aviation on D-Day
- ✚ Awarded a National Science Foundation media grant to travel to the Arctic. Scheduled appointments, interviewed experts/researchers and wrote scripts, produced content, and hosted a series of five tv stories about climate change/STEM

StormPins

July 2014 - September 2015

Chief Meteorologist/Presenter/Marketing Director/Social Media Consultant

- ✚ Managed the start-up innovative social weather network, StormPins' marketing/sales strategy to local TV station corporate executives and managers nationwide
- ✚ Learned StormPins' technology (tools, products and app); and traveled nation-wide to present the technology and train TV station meteorologists how to use StormPins on-air
- ✚ Built relationships through excellent customer-focused service with current clients and used strong negotiation skills to secure new clients and professional partnerships
- ✚ Provided strategic oversight of StormPins' digital and online presence in the meteorological community
- ✚ Promoted StormPins through various social media platforms, web stories and news releases

- ✦ Analytical weather expert & consultant for StormPins

Forest Pharmaceuticals (now AbbVie)

May 2012 – January 2013

Pharmaceutical Sales Representative – Eastern & Central Virginia

- ✦ Managed large Forest Therapeutics territory; presenting, marketing and selling a portfolio of pharmaceutical products to psychiatrists, cardiologists, neurologists, gastroenterologists, rheumatologists, primary care doctors, nurse practitioners and physician assistants
- ✦ Consistently ranked in the top 25% nationwide for sales of the effective anti-depressant, Viibryd
- ✦ Consistently ranked the #1 sales representative in the division for highest sales performance
- ✦ Successfully launched the first IBS-C drug of its kind (Linzess) to the medical community
- ✦ Marketed and sold a portfolio of drugs including: Bystolic, Linzess, Savella and Viibryd
- ✦ Excellent negotiator and communicator -- quickly established rapport, built credibility and cultivated lasting relationships with healthcare professionals
- ✦ Acquired salesmanship and marketing skills with an in-depth sense of human interaction
- ✦ Experienced event planner responsible for planning and organizing catered meals at various venues
- ✦ Managed and maintained a quarterly marketing and event budget

WNN (World News Network)/U.S. Joint Staff (Cubic, Northrop Grumman & Loyola Enterprises)

TV Host/Anchor

FT: January 2010-May 2012 / Freelance: May 2012-present

- ✦ Plan, manage, coordinate and execute World News Network (WNN) media involvement and cultivate relationships with key military and government organizations (FEMA, DHS) during disaster scenario training events world-wide
- ✦ Coordinate briefings, meetings and strategic communication sessions with military, government and corporate leadership and provide support for client deliverables
- ✦ Attend exercise planning conferences and develop key messaging, training objectives and target audiences.
- ✦ Design graphics and develop a content management system for WNN webpage, videos and social media campaigns for disaster scenario training events
- ✦ Write & edit news scripts and meet deadlines in a fast-paced environment
- ✦ On camera TV host, news reporter for WNN newscasts seen at military installations world-wide

WAVY-TV/WVBT-TV Norfolk/Virginia Beach/Portsmouth/Newport News, VA

Weekend Evening Meteorologist (6:00/10:00/11:00 newscasts)

January 2007-January 2010

Weekday Science/Feature Reporter

- ✦ Analyzed weather data, computer models and observations, managed daily operations
- ✦ Created maps and weather graphics (Weather Central) utilizing geographic information systems (GIS) technology
- ✦ Accurately accessed potential emergency natural disaster situations including hurricanes, tornadoes, wild fires, snow/ice storms, nor'easters, thunderstorms, flooding and earthquakes
- ✦ Delivered public safety instructions/information to several hundred thousand people during high stress, emergency severe weather situations
- ✦ Adapted quickly to changing weather situations and severe weather events during live breaking news/weather segments/cut-ins on television
- ✦ Anchored weekly "Pet of the Week" advertising segment
- ✦ Actively volunteered and represented WAVY-TV at community events and through social media

AccuWeather Inc., State College, PA

October 2005-September 2006

National Television Meteorologist

- ✦ Provided live weather broadcasts for Fox News Channel and CNBC
- ✦ Delivered 60-80 weather broadcasts daily for cities nationwide and the AccuWeather Channel
- ✦ Delivered daily weathercasts for local TV affiliates in Reno, NV and Lubbock, TX

WSTM/WSTQ-TV Syracuse, NY

December 2003-October 2005

Chief Meteorologist for WSTQ (10 PM newscast)

5:00/5:30/6:00 PM Science/Weather Live-Shot Reporter for WSTM

- ✦ Analyzed weather data, computer models and observations, managed daily operations
- ✦ Formulated weather forecasts for Central New York
- ✦ Proficient in WSI weather graphics computer system

WSYR-TV Syracuse, WIVT-TV Binghamton, WUTR-TV Utica, WWTI-TV Watertown, NY

February 2002-November 2003

Weekday Morning Meteorologist, Central New York Regional Morning Show (5-7 AM newscast)

- ✦ Analyzed weather data, computer models and observations, managed daily operations
- ✦ Formulated weather forecasts for the North Country, Mohawk Valley and Southern Tier of New York

PUBLIC SERVICE

AMS Broadcast Board

Jan. 2016- Jan. 2021

2020 Board of Directors Chair

- ✦ Oversaw board matters and projects
- ✦ Routinely graded CBM candidates' weathercast submissions
- ✦ Discussed best practices within the broadcast meteorology community
- ✦ Planned conferences and events

RECENT ACCOLADES

- ✦ National Bronze Telly Award, 'General – Sustainability,' "Las Vegas Leading the Way in Water Conservation" (YurView Network, 2023)
- ✦ Emmy nomination – New England Emmys, "The Impacts of Climate Change on Coastal New England Whales," (YurView Network, 2022)
- ✦ National Bronze Telly Award, 'General – Nature/Wildlife,' "The Impacts of Climate Change on Coastal New England Whales," (YurView Network, 2022)
- ✦ Awarded a Society of Environmental Journalists grant to interview researchers about the impacts of climate change on coastal New England whales (2021)
- ✦ Virginia Association of Broadcasters – Award for Creative Excellence, 'Coast Live Wedding' (2021)
- ✦ Emmy nomination – Capital Emmys, TV Host (2020)
- ✦ National Silver Telly Award, 'General - Nature/Wildlife,' "Arctic Tundra Herbivore Impacts in Alaska," The AccuWeather Network (2019)
- ✦ Local Newswoman with the Best Hair: Virginia, The Hairry Awards (2019)
- ✦ Awarded a National Science Foundation (NSF) grant under the Arctic Research and Education Program to interview scientific research teams about climate change in the Arctic (August 2018)
- ✦ Awarded a SEJ (Society of Environmental Journalists)/Climate Matters Fellowship (October 2018)
- ✦ Named by Atmo Life as a Top 100 Weather Twitter Account to Follow (2018)