

VANESSA CASSIDY

814-404-8742 | vm001f@gmail.com | [linkedin.com/in/vanessa-murdock-b8207b30/](https://www.linkedin.com/in/vanessa-murdock-b8207b30/) | Edgewater, NJ

PROFESSIONAL PROFILE

Communications professional with a record of success in developing and delivering clear, compelling messaging to audiences in a variety of markets. Adept at translating complex information, particularly in science, weather, health, and community affairs, into stories that engage, inform, and resonate with audiences. Quickly builds trust and credibility with audiences, cultivates enduring relationships, and creates impactful messaging for high-profile, time-sensitive situations. Experience spans diverse environments, including broadcast media, technology, academia, and volunteerism.

Manages communications from concept through execution, including writing, producing, and delivering content across broadcast, digital, and live event platforms. Skilled in media relations, public speaking, community outreach, and event coordination. Leverages a unique and valuable blend of journalism, on-camera presence, and communication strategy to drive audience engagement. Experienced in leading teams, managing volunteers, and unifying groups around shared objectives.

CORE COMPETENCIES

Strategic Communications	Public Relations (PR)	Cross-Functional Collaboration
Crisis Communications	Messaging & Storytelling	Public Speaking
Media Relations & Press Engagement	Social Media / Broadcast Media	Relationship Management
Community Outreach & Engagement	Event Planning & Execution	Volunteer Management & Leadership
Internal & External Communications	Copywriting & Editing	Audience Engagement & Retention

EXPERIENCE

Meteorologist, Reporter, and Executive Producer (Professional Name: Vanessa Murdock)

CBS2 NEWS (WCBS), New York, NY, October 2011 – PRESENT

- Deliver live broadcasts in the nation's #1 media market, to audiences of hundreds of thousands of viewers daily.
- Research, write, and present stories in broadcast and social media platforms, including science, health, medical, environmental, and community features, communicating complex information in easily understood and engaging ways.
- Coordinate and conduct live, on-location interviews with community leaders, corporate executives, and others.
- Deliver accurate, time-sensitive information during major events, including Hurricane Sandy in 2012 and the 2016 NYC Blizzard.

LOCAL TV LLC (WTKR), NORFOLK, VA, November 2006 – December 2011

- Oversaw concept development, scripting, field reporting, and editing, and led production of hour-long hurricane preparedness specials, including the Emmy-nominated "Surviving the Storm."
- Successfully managed the full production cycle under highly aggressive deadlines.
- Reported live from the field during multiple severe weather events, including the 2008 Virginia Tornado Outbreak, delivering critical, potentially life-saving information on a timely basis to impacted communities.
- Strengthened audience engagement through segments on climate, environmental issues, and stories of local interest.

GRAY TELEVISION (WCAV / WVAW / WAHU), CHARLOTTESVILLE, VA, May 2005 – October 2006

- Created and presented weather forecasts, wrote and produced science-based and community-focused stories, and developed on-air graphics.

Adjunct Instructor Of Meteorology

VIRGINIA WESLEYAN COLLEGE, VIRGINIA BEACH, VA, 2007 – 2010

- Provided expert instruction on the fundamentals of Meteorology; tailored content to student needs and levels.
- Maintained communication with students, faculty, and administrators.
- Managed all aspects of the classroom setting, including curriculum development, lesson planning, exams, and grading.

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Business Analyst

AMERICAN MANAGEMENT SYSTEMS (NOW CGI), FAIRFAX, VA, 2000 – 2003

- Improved workflows and efficiency at state government agencies by designing and implementing large-scale custom software solutions.
- Gathered requirements by interviewing leadership and end users, developed specifications to meet client needs, and conducted on-site end-user training.
- Strengthened client relationships, user adoption, and successful system utilization of innovative technology systems.

RELEVANT VOLUNTEER EXPERIENCE

Chairperson

PARENT TEACHER ORGANIZATION (PTO), EDGEWATER, NJ, 2020 – 2024

- Directed all operations of the PTO for a district of ~600 students, including organizing and executing revenue-generating events, communications, event planning, resource allocation, and monthly meetings.
- Managed and motivated large teams of volunteers to successfully execute events.
- Worked in collaboration with school and district administrators, public safety officials, community leaders, vendors, and sponsors to increase awareness and spark interest in school district events.
- Pursued, secured, and maintained sponsorships and support from the community and local businesses.
- Orchestrated large-scale community events, including “Schoolchella,” which engaged the entire district and strengthened school–community relationships.
- Optimized resources and facilitated the distribution of funds and goods to support school operations.

EDUCATION

MS, Meteorology, Pennsylvania State University, State College, PA, 2005

BS, Ecology & Evolutionary Biology, University of Rochester, Rochester, NY, 2000

Certified Broadcast Meteorologist (CBM #385)