**Alexandra Cranford**

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Certified Broadcast Meteorologist with 12 years of experience in broadcast news and broadcast meteorology in roles including: Meteorologist at WWL-TV, Meteorologist at KTBS-TV, News Anchor at KNOE-TV and SEAP Intern at the Naval Research Laboratory at NASA Stennis Space Center

* Awarded Certified Broadcast Meteorologist (CBM) designation from the American Meteorological Society
* Holds a master’s degree in applied meteorology
* Authored scholarly, peer-reviewed research paper published in the February 2018 edition of the Bulletin of the American Meteorological Society; study entitled “Women weathercasters: their positions, education, and presence in local TV” was featured in the Washington Post in October 2017
* Awarded Best Weathercast in Louisiana by the Associated Press
* Awarded Best Weathercast in New Orleans from the Press Club of New Orleans
* Driven and inventive communicator who excels with live on-air forecasts, news writing and social media
* Experienced in calmly and effectively communicating during high-stress severe weather events including hurricanes and tornadoes

**work Experience**

**Meteorologist, WWL-TV, New Orleans, LA (October 2012-present, 40+ hours per week)**

* Creates original daily weather forecasts for southeast Louisiana and coastal Mississippi
* Anchors weather segments for WWL Eyewitness News at Noon and Eyewitness News Weekends, the top-rated noon and weekend newscasts in New Orleans
* Writes and edits weather-related news articles daily for station’s website and app
* Crafts creative social media posts daily via Facebook, Facebook Live, Twitter, Instagram and Snapchat
* Contributes weather-related news packages and special projects for newscasts on air and online
* Created Weather Lesson science explainer videos for students on YouTube multiple times per week during 2020

**Meteorologist, KTBS-TV, Shreveport, LA (October 2011-October 2012, 40+ hours per week)**

* Created original daily weather forecasts for northwest Louisiana, east Texas and south Arkansas
* Anchored weather segments for KTBS 3 First News, the area’s top-rated three-hour morning newscast, and KTBS News Midday, the area’s top-rated noon newscast
* Wrote and published daily weather-related web articles
* Developed weekly weather-related news packages for on-air newscasts and website

**News Anchor, KNOE-TV, Monroe, LA (August 2009-September 2011, 40+ hours per week)**

* Anchored newscasts for Good Morning ArkLaMiss, the area’s top-rated morning newscast
* Produced and anchored KNOE 8 News at Noon, the area’s top-rated noon newscast
* Led live on-air interviews daily with government leaders, community groups, etc.
* Served as a speaker and emcee for numerous events
* Used editing and publishing software including Avid, Adobe Premiere Pro, iNews, ENPS and software for news websites to create and publish news packages and articles for on-air newscasts and station website
* Before moving to news anchor position, served as the weekend forecaster and weekday reporter. Mastered a variety of skills to create news packages from start to finish, including filming, editing, writing, voicing and producing

**Science and Engineering Apprenticeship Intern, Naval Research Laboratory, NASA Stennis Space Center**

**(June 2005-August 2005, 40+ hours per week)**

* Processed and analyzed audio recordings of dolphin activity in the Gulf of Mexico for oceanography research project
* Interpreted data and used software to create graphs to visually represent results
* Wrote final report and gave formal presentation on results to show how dolphin presence varies depending on proximity to areas with high boat traffic in the Mississippi Sound

**Education**

**mississippi state university**, Starkville, MS (August 2016)

Master of Science

Geoscience: Applied Meteorology

Cumulative GPA: 3.7

**LOUISIANA STATE UNIVERSITY**, Baton Rouge, LA (May 2009)

Bachelor of Arts

Honors College, Summa Cum Laude

Mass Communication, Concentration: Political Communication

Minor: Political Science

Cumulative GPA: 3.94, Major GPA: 4.0

***Related Course Work***: Completed graduate level courses in Satellite and Radar Meteorology, Severe Weather, Tropical Meteorology, Hydrometeorology, Forecasting Techniques, Climatology, Quantitative Analysis in Climatology, Weather and Society, Climate Change and Research in Applied Meteorology. Completed undergraduate courses including Thermodynamics, Dynamics, Physical Meteorology, Advanced Calculus, Physics, Chemistry, Biology and numerous labs.

**AWARDS AND COMMUNITY INVOLVEMENT**

***Honors & Awards***:

2016 Best Weathercast in New Orleans award from the Press Club of New Orleans

2015 Best Weathercast in Louisiana award from the Associated Press of Louisiana

2016 Best Weathercast in Louisiana runner-up from the Associated Press of Louisiana

2015 Best Weathercast in New Orleans runner-up award from the Press Club of New Orleans

***Leadership and Community Involvement:***

Current monthly volunteer at food panty and community garden at Sankofa Community Center in New Orleans

Lower Ninth Ward

Gives speeches 1-2 times per month to various community groups, including students, science clubs, charities,

astronomy associations, boy scout troops and other organizations

Serves as a peer reviewer for scholarly articles submitted for publication in the Bulletin of the American

Meteorological Society

Weekly volunteer as teacher of English as a second language to those who moved to the US from other nations (2018-

2019)

Collected supplies for hurricane victims, planted trees, painted school parking lots, set up tables and tents for

station’s annual Make a Difference Day and New Orleans City-wide Day of Service

Served as Master of Ceremonies for charity events including the Rollin’ on the River Gala for Ozanam Inn, a local shelter

for the homeless, and Wine and Dine with Chef John Folse for the Archdiocese of New Orleans Retreat Center. Also served as Master of Ceremonies for annual 5K walks including for Myasthenia Gravis research, National Alliance on Mental Health and Susan G. Komen Race for the Cure.

Selected as Grand Marshal of Krewe of Alla Mardi Gras parade in downtown New Orleans and queen of the Downtown

Irish Club’s St. Patrick’s Day Parade in New Orleans

Served as local host of Muscular Dystrophy Association Telethon and was station ambassador for all MDA events in 2011