

Deneisha J. Pearson

601-502-6712

deneisha.pearson@gmail.com

SUMMARY

Experienced: Communication & Financial Specialist, Licensed Property and Casualty Agent, Customer Service

EDUCATION

MASTER OF CHRISTIAN STUDIES

Union University, Jackson, TN

August 2014-May 2016

BACHELOR OF SCIENCE, MASS COMMUNICATIONS

Jackson State University, Jackson, MS

August 2008-April 2012

EXPERIENCE

July 2022-Present

Producer **FOX13** *Memphis, TN*

- Work with all team members including the executive producer, reporters, anchors, photographers, and fellow producers to execute newscasts for Good Morning Memphis during the week
- Produce Good Morning Memphis on weekends in collaboration with the anchor to craft the rundown
- On weekends listen to the scanner, answer assignment desk phone calls, and scour social media plus other sources for content, while taking the initiative to shoot stories heard on the scanner.
- Communicate my vision to the production team and editors

September 2016-June 2022

Insurance Sales Agent **Able Agency** *Jackson, TN*

- Sold multiple lines of insurance including auto, motorcycle, home and commercial insurance
- Worked alongside other agents to answer telephones, make changes to policies, and take payments

November 2018-April 2019

Multimedia Journalist **WALB** *Albany, GA*

- A one-man band who shot, wrote and found lead stories during the week and on weekends
- Appeared at events in the community on behalf of the news station

July 2016-December 2016

Waitress *Isabella's Louisiana Bistro* *Jackson, TN*

- Served food and beverages to patrons, cleaned restrooms and the restaurant
- Used social media to promote the business

September 2015-January 2016

Teller *BancorpSouth* *Jackson, TN*

- Conducted cash transactions in the drive through and inside the lobby

August 2014-August 2015

Waitress *Courtyard Marriott-The Bistro* *Jackson, TN*

- Greeted and assisted customers that entered the hotel
- Served food, handled cash transactions, cleaned restrooms and the restaurant

August 2013-August 2014

Multimedia Journalist *WBBJ* *Jackson, TN*

- Worked with sources to get stories for broadcast as a one-man band and wrote web stories
- Utilized social media to promote the station

July 2012-August 2013

Associate Producer *WLBT* *Jackson, MS*

- Edited news videos and scripts for morning, dayside and nightside shows
- Helped producer to write pacers and listened scanner for overnight shows on the weekends
- Operated teleprompter for news anchors

COMMUNITY SERVICE EXPERIENCE

May 2008-Present

Volunteer *Durocher Program* *Jonestown, MS*

- Assist the late Sister Katherine Burton with teaching and planning lessons, chaperoning field trips, driving the school van children during summer school or whenever needed

ESL Teacher *A Call to Vietnam* *Hue City, Vietnam*

- Taught Vietnamese students beginners English with educational tools and games

TECHNOLOGY SKILLS

- Final Cut Pro, Sony XDCam, Edius, ENPS, iNEWS
- Microsoft Office Word, Power Point, Outlook, Excel

REFERENCES

Damon Arnold

Anchor

WALB

850-225-0670

Tom Britt

News Anchor

WBBJ

731-217-3823

Howard Ballou

News Anchor

WLBT

601-454-1658

Jerome Deloach

Photographer

WLBT

601-573-3968