
VANESSA LAWRENCE

MULTISKILLED JOURNALIST

PROFILE

Emerging Multimedia Journalist with hands-on newsroom experience in reporting, writing, and producing for both broadcast and digital platforms. Brings a strong on-camera presence, sharp storytelling instincts, and real-world leadership experience. Known for professionalism, adaptability, and the ability to meet tight deadlines with clarity and impact.

CONTACT

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EDUCATION

FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

Broadcast Journalism

SKILLS

- On-camera reporting & voiceover delivery
- Shooting & editing
- AP style & news writing
- Research & fact-checking
- Deadline management
- Strong interpersonal communication
- Ethical journalism practices

WORK EXPERIENCE

FAMU-TV News 20

2017-2019

Anchor/Reporter

- Delivered news stories live on-air with clarity, professionalism, and accuracy.
- Researched and investigated assigned stories, ensuring all facts were accurate and credible
- Wrote and recorded voiceovers and stands-ups for pre-recorded segments.

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2018-2019

Staff Writer

- Developed original story pitches relevant to the audience.
- Conducted interviews with sources, such as witnesses, experts, and officials.
- Wrote articles under tight deadlines, ensuring they were ready for publication.

WCTV CBS 6

2019

Intern

- Assisted the newsroom team by researching, writing, and shadowing reporters and anchors.
- Gained insight into daily operations of a news organization while developing journalism and reporting skills.

Leadership & Service Experience

2022-2024

Chick-Fil-A

Director of Hospitality

- Led high-performing teams while maintaining service quality in a fast-paced environment.
 - Developed strong interpersonal and crisis communication skills.
 - Represented the brand at community events, building public facing confidence and media-friendly professionalism.
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