

# Tess Verma

News Anchor

## Profile

Dedicated News Anchor with 1 year of experience in delivering accurate, engaging, and timely news stories. Skilled in researching, writing, and presenting compelling content while maintaining a strong on-air presence. Proficient in collaborating with news teams and adapting to breaking news situations. Demonstrates exceptional communication and interpersonal skills, with a commitment to journalistic integrity and growth in the field.

## Employment History

### News Anchor at Gray Television, KS

Apr 2023 - Present

- Successfully increased viewership by 25% within the first year of anchoring the primetime news segment, contributing to Gray Television's overall ratings growth in the Kansas market.
- Conducted over 100 high-profile interviews with politicians, community leaders, and celebrities, generating significant social media engagement and driving online traffic to the station's website.
- Spearheaded a special investigative series on local government corruption, resulting in increased transparency and accountability, as well as earning a prestigious regional journalism award for the station.
- Led the news team during coverage of major breaking news events, such as severe weather and natural disasters, providing continuous live updates and ensuring accurate and timely information was delivered to viewers.

### Junior News Anchor at Nexstar Media Group, KS

Sep 2022 - Mar 2023

- Secured an exclusive interview with the Kansas Governor, resulting in a 20% increase in viewership and a feature on the Nexstar Media Group's national platform.
- Spearheaded a six-month investigative journalism project on local education funding disparities, leading to a 15% increase in audience engagement and a regional Edward R. Murrow Award.
- Developed and hosted a weekly community spotlight segment, highlighting local businesses and organizations, which led to a 10% increase in advertising revenue for the station.
- Successfully covered multiple high-profile breaking news events, including a severe weather outbreak and a major political scandal, contributing to a 25% increase in social media followers and solidifying the station's reputation as a reliable news source.

## Certificates

National Association of Broadcasters (NAB) Certified Television Operator

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## Education

### Bachelor of Arts in Broadcast Journalism at University of Kansas, Lawrence, KS

Sep 2017 - May 2022

Relevant Coursework: News Writing and Reporting, Broadcast News Production, Investigative Journalism, Digital Media Production, Media Ethics and Law, Multimedia Editing, Radio and Television Production, and Public Relations.

## Links

[linkedin.com/in/tessverma](https://www.linkedin.com/in/tessverma)

## Skills

Teleprompter proficiency

Interviewing techniques

Live reporting

Voice modulation

Fact-checking

Scriptwriting

Time management

## Languages

English

German