

ANNE SPARACO

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An award-winning storyteller and accomplished mass media professional with a decade of journalism expertise. Proven proficiency in communication, writing, public speaking, and editing in fast-paced environments. Known for creating compelling content that enhances digital engagement and amplifies brand visibility.

EDUCATION

- NYU - Creative Coding Certificate
- Ithaca College - B.S. Television-Radio, Mass Media Communications 2017

SKILLS

- Impactful storytelling
- Creative & concise writing
- Filming & video editing
- Project management
- Adobe Creative Suite
- Investigative research
- Intermediate Spanish
- Self-starter
- Empathetic
- Adaptable
- Persistent
- Natural leader
- Creative mindset
- Sharp attention to detail

EXPERIENCE

Journalism & Social Media Content Consultant | Anne Sparaco Consulting | July 2011 - Present

- Successfully guided entrepreneurs on expanding their professional social media platforms, increasing engagement by 30%
- Created first video report for local newspaper, helping jumpstart the Editor-In-Chief's digital engagement strategy.

Sr. Multimedia Journalist & Anchor | TEGNA, 13News Now - Norfolk, VA | November 2020 - December 2023

- Expertly incorporated brand messaging into daily reporting through visual and written storytelling, effectively expanding my professional journalist profile and company social media platforms by more than 100% by tracking emerging online trends and adapting content development.
- Submitted by news station for Emmy consideration for my independent research and reports on a historic All-Women WWII Army Corps Unit and the impact of psychedelics on veteran mental health
- Successfully advocated for the recognition of a former service member of the All-Women WWII Army Corps Unit through my series report on the "Six Triple Eight," allowing her family to receive the U.S. Congressional gold medal on her behalf.
- Spearheaded year-long in-depth investigative coverage of Richneck Elementary School shooting, cultivating strong sources to address school safety.
- Persistently investigated and highlighted a local pastor's criminal history by fostering strong relationships with sources, leading county leaders to reopen the criminal case in court.
- Developed original documentary stories focused on families impacted by Hurricane Ian in Tampa, Florida, showcasing resilience and compassion in digital and broadcast formats.

Sr. Multimedia Journalist & Anchor | Quincy Media, WBNG-12 - Binghamton, NY | July 2017 - August 2020

- Served as the evening news team's acting manager, overseeing a team of four reporters and producers to effectively cover daily scheduled and breaking news events, ensuring clear cross-departmental communication.
- Won "First Place Syracuse Press Club Award" for my exceptional investigative piece exposing hundreds of overdoses linked to a loophole in New York's opioid tracking system. Demonstrated proficiency in in-depth research and source cultivation, clearly translating complex topics into conversational reports.
- Independently produced "First Place Associated Press" award-winning short and long-form pieces, weaving captivating narratives, including my feature on a reportedly haunted historic building in Binghamton, NY.
- Instrumental in expanding my professional journalist profile and company social media platforms by more than 50% by tracking emerging online trends and adapting content development.
- Fostered strong relationships with community members, leading to exclusive reports, including when I exposed a town council's decision to abolish a police department.

Internships | Hammonton Gazette, NBC40, SNJ TODAY, & WSyr - NJ & NY | April 2011 - May 2017

- Assisted in coordinating in-person interviews for hour-long segments, maintaining the weekly calendar and segment's digital presence.
- Successfully expanded local newspaper's feature section by writing weekly articles regarding events and the arts.