**Rob Wu**

(718) 662-6999 | RobLWu@yahoo.com

**News Anchor/ Multi-Media Journalist**

**Accomplishments**

* Major contributor in on-air television broadcasts leading to big viewership wins over competitors in Houston market, moving from #3 in Nov 2014 to #1 in Nov 2015 in the coveted 25-54 adult demo.
* Four part TikTok posts on Atlanta spa shootings generated more than 450,000 views and 3,600 hours watch time.
* Spectrum News (Greensboro channel) viewership grew 50% year over year after I was installed as main anchor.

**EXPERIENCE**

**Charter Communications** (Spectrum News) Raleigh, NC *May 2016 – Present***News Anchor**

* Lead large team of reporters, producers, and writers in developing and executing broadcasts for North Carolina’s only 24/7 news station.
* Collaborate with UNC-Chapel Hill School of Medicine on television broadcast and web story demonstrating effectiveness of masks, contributing to 97% (from 3rd-party survey) viewer trust in our coronavirus coverage and raising community awareness of Covid-19**.**
* Oversaw, anchor and drive hours of uninterrupted live coverage of crises situations i.e.,George Floyd riots, hurricanes, communicating major news events to viewers in real-time, earning 2nd place award from Radio Television Digital News Association of the Carolinas.
* Initiate and develop comprehensive custom feedback reports to train and coach junior staff, increasing efficiency and work quality. Greensboro channel is the highest-engaged network of all television stations in that media market.
* Write, record, edit TikTok videos covering news, politics, pop culture and other trends. 1.5 million views, more than 234,000 likes and nearly 11,000 shares so far from posts in July.

**Fox Television Stations** (KRIV-TV) Houston TX *February 2014 – April 2016***Multimedia Journalist**

* Research, pitch, write, shoot video and edit wide array of pieces for broadcast, Facebook, Twitter, consistently finishing in top half of social media rankings among on-air talent as measured by ShareRocket.
* Designed and co-hosted new segment, now called “Friday Football Fever” which later gained sponsorship, creating new six-figure revenue stream for station, while boosting community engagement and enhancing brand.
* Work cross-functionally with dedicated morning news team on dynamic 6-hour morning show, which saw significant year-over-year ratings growth, moving from #3 in Nov. 2014 to #1 in Nov. 2015 in coveted 25-54 adult demographic.
* Collaborated in production processes including story pitches, content writing, and live field production.

**Hearst Television** (WXII 12) Winston-Salem, NC *June 2011 – January 2014***Multimedia Journalist / Fill-in News and Sports Anchor**

* Investigated, wrote and executed story on shady promotion at entertainment venue, resulting in tens of thousands of dollars in refunds to affected patrons.
* Executed news project from initial idea generation to broadcast about man losing all his possessions in RV fire. The story spurred a local business to donate a RV to the man.
* News project on underserved local Montagnard community was part of Vietnam Veterans special that was nominated for an Emmy award.
* Create value with unique and vibrant communications pieces, like interview and one-on-one competition against Olympic champion Simone Biles.

**TWC News** (Time Warner Cable News) Binghamton, NY *May 2008 – May 2011*   
**Multimedia Sports / News Journalist**

* Secured exclusive access and interviews on high impact news projects like the American Civic Association mass shooting, video and stories were requested and shared with large outlets like CNN.
* Landed interviews with new recruits as Binghamton University’s men’s basketball team was mired in scandal, leading to unique content on broadcast platforms not seen anywhere else.
* Spearheaded popular franchise segment “You vs. Wu” leading to greater engagement with local community and sports teams.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **EDUCATION**

**Bachelor of Science in Broadcast Journalism –** Syracuse University, Syracuse, NY |

S.I. Newhouse School of Public Communications

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **SKILLS** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Adobe Premiere Elements
* Adobe Photoshop Elements
* Voiceover work
* Public speaking
* Sony VX, Canon TI cameras
* Edius
* Conversational Mandarin Chinese
* Live field production
* Community outreach
* Storyline development

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **LINKS** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Montage - <https://youtu.be/5IXKPizoJew>  
  
“Porch Portraits: Picture Perfect” PKG- <https://youtu.be/cVdUwvJS4Qo>  
  
“The Man and the Child” PKG - https://youtu.be/1N0Rg82fxKg