

## Aaron Baker

c/o Napoli Management Group  
8844 West Olympic Boulevard, Suite 100  
Beverly Hills, California 90211  
310.385.8222

## CAREER SUMMARY

A smooth and well-spoken news anchor and technology reporter with over a decade of broadcast experience. An excellent broadcaster and communicator that thrives in storytelling and connecting with the community.

## PROFESSIONAL EXPERIENCE

### Evening News Anchor 2019 - Present

*KYTX, Tyler, TX*

Anchors weekday 5, 6, 6:30, and 10 PM newscasts. Started Back to Business series profiling business challenges in East Texas. Lead Be Remarkable story series, highlighting remarkable people in the community. Acted as key evening anchor during COVID-19, impeachments, and election coverage.

### Head of Communications 2018 - 2019

*Coolpad Americas, Dallas, TX*

Achieved 1190% increase in CES media coverage year-over-year (175 vs. 14 articles). Acted as spokesperson and product expert for media. Secured coverage on CNET, KTLA, Popular Mechanics, The Verge, ZDNet, and more. Launched Dyno Smartwatch, company's first wearable for kids.

### Manager, Product Public Relations 2017 - 2018

*Samsung, Dallas, TX*

Launched Samsung Galaxy S9/S9+ and Galaxy Note9 smartphones, and managed media reviews program. Acted as spokesperson and product expert for media. Led product risk/crisis communications for mobile products (smartphones, laptops, tablets, wearables).

### On-Air Guest Host 2017 - 2019

*Home Shopping Network (HSN), St. Petersburg, FL*

Acted as an on-camera guest host, specializing in technology. Reaching over 90 million homes, I have represented brands including Amazon, Dell, HP, Roku, TP-Link, Verbatim, and more. I created a connection to the viewers by explaining technology in a natural, down-to-earth, and approachable way - with humor and fun mixed in.

### On-Air Host/Tech Expert/Brand Spokesperson 2010 - Present

*Dallas, TX*

An on-camera personality for 11 years. In 2013, transitioned from tech reporter to an on-air host for major global brands. Hosting and commercial work includes Samsung, Travelers Insurance, Verizon Wireless, Sprint, HTC, Republic Wireless, Panasonic, and Best Buy Mobile. Top 10 videos on the PhoneDog YouTube channel have received over 9,300,000 views, and developed a following as a well-known personality in the technology space. Has a loyal group of fans on Twitter, Facebook, and Instagram, with more than 22,000 followers combined between social channels.