

## Alexandra Elich

c/o Napoli Management Group  
8844 West Olympic Boulevard, Suite 100  
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310.385.8222

## CAREER SUMMARY

An assertive reporter who exudes warmth every time she is on camera. Extremely social media savvy and quick on her feet with the ability to aggressively pursue lead stories and cover breaking news.

## EDUCATION

**University of Illinois at Urbana-Champaign**  
Champaign, IL  
Bachelor of Science in Broadcast Journalism  
Specialization in Political Science and Communications

## PROFESSIONAL EXPERIENCE

**General Assignment Reporter** **November 2017- Present**  
*WCCB-TV, Charlotte, North Carolina*  
Reports live coverage for breaking and daily news. Follows lead stories, cultivating sources, and sourcing tips to break stories. Uses social media to promote digital content and engage with viewers.

**Reporter/MMJ** **May 2015 – November 2017**  
*WSBT-TV, South Bend, Indiana*  
Generate story ideas and content focused on the community. Shoot, write and edit multiple packages and VSOT's a day. Social media posting and extensive live shots.

**Reporter** **November 2013 to May 2015**  
*Big Ten Network, Champaign, Illinois*  
Sideline reporter for athletic events. Created live sideline hits for online content. Producer, director, editor and technical director for various events. Created postgame highlight packages.

**Correspondent** **September 2014 to May 2015**  
*ESPN, Champaign, Illinois*  
Acted as Campus Connection contributor for Illinois' Athletics. Created news packages and acted as on-air talent.

**Intern** **April 2014 to August 2014**  
*Comcast SportsNet, Chicago, Illinois*  
Created highlight packages, aided in game coverage and interviews. Aided on-air talent.

## SKILLS

Proficient in ENPS, Edius, Avid, iNews, Adobe Premiere, Final Cut 7  
Proficient with social media programs