

SARI SOFFER

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Professional Experience

- WBAY TV-2: Emmy-nominated Multi-media Journalist/Reporter, Green Bay, WI** June 2014 – Present
- Emmy-nominated reporter for 5 p.m. report on a Wisconsin State Trooper shot in the line of duty.
 - Develop strong connections with community leaders that provide quality sources and strong story ideas, in addition to maintaining close contact with these sources on a daily basis for continuing coverage.
 - Research, shoot, write and edit multiple versions of daily news stories for our #1 newscasts at 4, 5, and 6 p.m. in market 68.
 - Live report breaking news events, such as an officer-involved shooting in Madison, a state trooper shot in the line of duty and a deadly shooting at a local park.
 - Follow Governor Walker's political campaigns, NFL Packers, terrorist activity on a college campus, etc.
- WLNS Lansing (6 News): General Assignment Reporter, Lansing, MI** Jan. 2014—April 2014
- Reported in the field and edited in studio to turn packages and VO/SOTs for the 5:00 and 6:00 p.m. shows, aired in five counties in mid-Michigan, including Michigan's capital city and home of a Big Ten university.
 - Reported live during breaking news or live in the newsroom for developing stories.
 - Contribute ideas at the 9:30 a.m. story meetings about local events and news.
- Freelance Journalist: Producer/Videographer/Editor, Philadelphia, PA** June 2013—Sept. 2013
- Self-started a video production business to produce, write, shoot and edit a series of news-style pieces for citywide organizations.
 - Promoted city happenings and developments through video storytelling (www.sarisoffer.wordpress.com).
- Fox Business News: Intern, New York City** June 2012—Aug. 2012
- Compiled research packets to prepare anchors for daily shows and a trip to the 2012 London Olympics.
 - Edited raw video footage on Ardome and organized graphics on iNews for the 3:00 p.m. show team.
 - Pitched stories, filmed interviews and b-roll and edited projects for the Fox News Channel University website.

Skills and Additional Information

- Proficiency in EDIUS, Adobe Premier Pro, ENPS, iNews, Ardome, QUARK, Adobe Photoshop, Microsoft Office Suite, Wordpress; Familiar with Final Cut Pro.
- Advanced skills in conversation, writing and reading Spanish language; Beginner skills in Hebrew.

Leadership Experience

- Pulse Young Professional's Group, Emcee, Appleton, WI** April 2015
- Entertained an audience of 350 people for the Fox Cities Chamber of Commerce Young Professional's "Future 15 Awards," in addition to spearheading the event's social media campaign.
- Northwestern News Network: Anchor, Assignment Editor, Evanston, Ill.** Sept. 2010—June 2014
- Engaged a local audience for the Emmy award-winning, student-run television news program (www.nnntv.org) in the greater Chicago area.
 - Packaged campus, local and world news for the bi-weekly shows.
 - Led assignment meetings and pitched meaningful stories to a team of twenty.

Education

- Cherry Hill East High School, Cherry Hill, N.J.** Sept. 2006—June 2010
- Medill School of Journalism, Northwestern University, Evanston, Ill.** Sept. 2010—March 2014
Bachelor of Science in Journalism, GPA: 3.71/4.0
- Minor in Middle East Studies; Concentration in Spanish language
- Tel Aviv University, Tel Aviv, Israel** July 2012—Jan. 2013