



LEZLA GOODEN

MULTI-MEDIA JOURNALIST

San Francisco, CA
lezlagoodenmedia@gmail.com

Reel: <https://youtu.be/3w0BID6Zmeo>
Website: <https://www.lezlagoodenmedia.com>

PROFESSIONAL SKILLS

Excels at Live Breaking News
Powerful Enterprise Reporter
Strong, Live Interviewer
Bold Broadcast Scriptwriter
Engaging Social Media Strategist
Savvy, Studio Broadcaster
Dependable LIVEU Operator
Creative Photojournalist
Skillful Video Editing
Detailed Copywriting
Unique Marketer
Adobe Audition
Adobe Premiere
Final Cut Pro. 7, 10
Adobe Acrobat Pro
Adobe Photoshop
Microsoft Office
Microsoft Excel
Microsoft Word
Microsoft Outlook
Mac & PC proficient

PERSONAL SKILLS

Strong Team Manager
Deadline Driven
Problem Solver
Interpersonal
Team Player

SOCIAL MEDIA

 <https://twitter.com/LezlaGoodenTV>

 <https://www.facebook.com/LezlaGooden/>

 <https://www.linkedin.com/in/lezlaagooden>

CBS NEWS/ SAN FRANCISCO, CA

On-Air Reporter/MMJ Dec.2022- Current

- Live reporting in the 4,5,6,7 and 11 newscasts weekly
- Consistently delivers enterprise stories that are unique, compelling, impactful
- Shoots write, edits, and reports packages under daily deadlines
- Utilizes all social media platforms to provide timely breaking news pieces
- Fosters and nurtures meaningful community relationships
- In-depth storyteller recognized for exclusive, enterprise reports
- Insightful health reports delivered on-air and digitally

WFSB NEWS / HARTFORD, CT

On-Air Reporter/MMJ Dec. 2021-Dec.2022

- Live reporting in the 4,5,6,7 and 11 newscasts weekly
- Consistently delivers enterprise stories that are unique, compelling, impactful
- Shoots write, edits, and reports packages under daily deadlines
- Utilizes all social media platforms to provide timely breaking news pieces
- Fosters and nurtures meaningful community relationships
- In-depth storyteller recognized for exclusive, enterprise reports
- Insightful health reports delivered on-air and digitally

23ABC KERO TV/ BAKERSFIELD, CA

On-Air Reporter/MMJ Apr. 2019 -2021

- Source cultivator who produced meaningful enterprise packages
- Engaging talent who delivered breaking news from the studio and the field
- Producer of captivating stories on all media and social media platforms
- Shot wrote, edited, and reported two packages daily
- Create original print and video content for social media platforms
- Submit two exclusive news packages daily under strict deadlines
- Numerous enterprise pieces selected to air by network and other national broadcasters

WSLS 10 NEWS/ ROANOKE, VA

On-Air Reporter/MMJ Apr. 2019 -2021

- *General assignment reporter for the 5, 6, 7, and 11 pm newscasts*
- *Shot, wrote and edited packages daily and reported from the field*
- *Wrote headlines and articles daily for the WSLS webpage*
- *Enterprise several leading newscast stories under tight deadlines*
- *Reported live occasionally on the scene during breaking news*
- *Hosted community events and developed relationships with sources*
- *Daily postings to social media platforms like Facebook, and Facebook live streams*

EDUCATION

MASTER OF ARTS, JOURNALISM

Georgetown University | 2015 - 2016

BACHELOR OF ARTS, BROADCAST JOURNALISM & FILM STUDIES

Hampton University 2011 - 2015

EMMA L. BOWEN FOUNDATION

Fellowship 2011-2015

AWARDS & VOLUNTEER EXPERIENCE

- Law & Justice Journalism Project Fellow '23
- NBCU Academy Recipient '22
- Mentors aspiring high schoolers through the Urban Journalism Workshop on Journalism '22
- Alumna of the month for Georgetown University '20
- Bilingual Children's Storytime Roanoke Library Volunteer '18
- Founder, Director, and Organizer of Roanoke Virginia's 1st Historically Black Colleges and Universities- College Fair
- Author of two children's books: *Spanky Goes To Camp, My Dog Sandy Boy*