

# Kyla Galer

**Agent: CJ Kane-CBK Media Management**

**Agent Phone: (412) 770-6749/Email: info@cbkmedia.net**

## Experience

### **City Of Everett**

**June 2025 to Present**

Everett, MA

#### **Director Of Communications**

- Produce and oversee daily multimedia storytelling across video, web, and social platforms
- Serve as chief press contact, leading media relations and crisis messaging for a city of 50,000+
- Manage a four-person communications team, overseeing strategy, content, and daily operations
- Lead the city's digital and social media strategy, delivering significant organic growth since June, generating +8.7M Facebook views (up 185%) and +232% follower growth; increased Instagram reach 383%, followers 184% and link clicks up 752% through story-driven content

### **WBBH (NBC)**

**October 2022 to June 2024**

Fort Myers, FL

#### **Weekday Evening News Anchor/Reporter**

- Co-Anchored 4 p.m. and 11 p.m. newscasts, delivering accurate, engaging, and objective news that maintained the #1 ratings in Southwest Florida
- Pitched, produced and wrote compelling scripts and promotional content for TV, X, Facebook, Instagram and TikTok. Skilled in storytelling and editing with tools like Avid, Final Cut Pro, CapCut, Canva, iMovie, Xpri, and Adobe Premier Pro
- Analyzed and translated complex topics such as politics, business, healthcare, public emergencies, and social issues into clear, digestible segments to help audiences navigate evolving news and information
- Utilized community relationships to break news, enhancing station credibility
- Stepped into executive producer duties by leading junior staff, guiding editorial direction, and managing resource allocation for nightly newscasts
- Dug into data and documents to drive high-impact investigations
- Created content that boosted viewer engagement, doubling Facebook followers to nearly 30k in one year
- Emceed events that raised over \$335k for community non-profits

**News Anchor/Consumer Reporter                      January 2021 to October 2022**

- Co-anchored 3-4 hours of news daily, maintaining the #1 rated shows
- Managed up to 16 live feeds as the Breaking News Anchor. Delivered real-time, unscripted updates during high-stakes political events, elections and press conferences. Ensured accurate, balanced coverage under pressure
- Reported and produced engaging consumer-focused stories
- Pitched and executed investigative and socially-driven stories that spotlighted underreported issues and delivered meaningful impact

**KVVU (FOX)**

**November 2018 to December 2020**

Las Vegas, NV

**Multimedia Journalist/Investigative News Reporter/News Anchor**

- Pitched, shot, wrote, and edited multiple pkgs and vo/sots daily for different platforms to a viewing area of 2m+ people. Presented stories with engaging live shots
- Pioneered creative storytelling techniques, including creating a digital series for the viral event "Storm Area 51," driving viewer engagement
- Filed Freedom of Information Act (FOIA) requests, analyzed public records, and translated findings into impactful stories that exposed critical community
- Wrote and posted web articles written AP style

**KKTV (CBS)**

**January 2017 to October 2018**

Colorado Springs, CO

**Multimedia Journalist/Morning News Reporter**

- Delivered compelling live reports during morning newscasts, balancing creativity with urgency
- Maintained strong community contacts via overnight beat calls, consistently breaking early-morning news
- Produced content for all shows, including packages for evening broadcasts

**Dayside Multimedia Journalist**

**October 2015 to January 2017**

- Pitched, shot, wrote and edited multiple vo/sots and pkgs daily for broadcast and digital
- Curated engaging headlines and articles written AP style
- Analyzed audience engagement metrics to fine-tune content strategy and increase viewership

**Education**

- University of Massachusetts: Amherst  
Bachelor of Arts in Journalism

**Awards**

- 2024 Florida Association of Broadcast Journalists (Finalist: Breaking News-Individual)
- 2024 NATAS Suncoast Emmy Award (Breaking/spot news-multiple reports)
- 2024 Regional Edward R. Murrow Award (Breaking News Coverage)
- 2023 Florida Association of Broadcast Journalists (Finalist: General Assignment-Long Form)
- 2021 NATAS Pacific Southwest Emmy Award (Investigative)

- 2021 NATAS Pacific Southwest Emmy Award (Excellence In Writing)
- 2020 NATAS Pacific Southwest Emmy Award (Education/School Reporting)
- 2018 Colorado Broadcasters Association Merit Award: General Assignment Reporting