

Colleen Campbell

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EXPERIENCE

WTSP 10 Tampa Bay | Tegna. Tampa, FL — *Meteorologist*

FEBRUARY 2024 - PRESENT

Finalist for **Best of the Bay**, recognized as one of the Tampa Bay region's top television news personalities.

Created and launched a daily afternoon weather-focused streaming show, blending national weather coverage with hyper-local forecasts; currently streams live twice daily and continues to grow audience engagement.

Led the full rebranding of **Weather Impact Alert**, overhauling graphics, design elements, and weather communication protocols to elevate visual storytelling and improve the viewer experience.

Produce high-impact, visually compelling weather content across broadcast, digital, and social media platforms, expanding audience reach and driving digital engagement.

Built and grew a strong personal social media presence across Facebook, Instagram, TikTok, and YouTube, creating engaging, conversational weather content that extends reach beyond traditional broadcasts and connects with audiences across multiple digital platforms.

Contributed to wall-to-wall coverage of Hurricanes **Debby, Helene, and Milton** in 2024, delivering timely, accurate, and critical weather information during high-impact weather events.

WBBH NBC 2 | Hearst Television. Fort Myers, FL — *Meteorologist, Traffic, Alert Center Anchor*

MARCH 2023 - JANUARY 2024

Delivered daily weather forecasts and breaking weather coverage across on-air, digital, web, and social media platforms for Southwest Florida.

Served as weekday morning traffic anchor, providing timely updates on crashes, construction, road closures, and detours while coordinating with local law enforcement and utilizing FDOT traffic cameras.

Created on-air and digital weather and traffic graphics and monitored live sources for breaking news and severe weather alerts.

Utilized Baron Doppler Radar and other weather technology to analyze

SKILLS

Weather content creation via Baron & WSI Max Systems

Max Reality, Capcut, Edius, Final Cut Pro, ENPS, Outlook, Teams, Wordpress, Social Newsdesk, CNN News Source, ABC NewsOne, NBC News Channel Orbit

SOCIAL MEDIA

Facebook/Instagram:
@ColleenCampbellwx

X/Twitter : @CCampbellwx

Youtube:
@ColleenCampbellTV

developing weather threats and communicate actionable information to viewers.

KYTX CBS19 | TEGNA, Inc. Tyler, TX — *Meteorologist, Reporter*

DECEMBER 2020 - DECEMBER 2022

Delivered weekend evening forecasts and provided fill-in meteorology coverage for sister station KIDY/KXVA FOX West Texas.

Pitched and reported weather, climate, and community-focused stories while collaborating with the weather team on educational weather specials.

Developed and hosted a weekly gardening segment in partnership with local volunteers, combining weather expertise with community-focused storytelling.

Created weather graphics and visualizations using WSI IBM weather technology and contributed to weekend radio forecasts.

WDTV 5 News/ WVFX Fox 10 | Gray TV. Bridgeport, WV — *Chief Weather Anchor*

MAY 2018 - DECEMBER 2020

Led the weather team and prepared forecasts and graphics for weekday evening newscasts, late-night programming, and Fox 10 broadcasts.

Conducted live shots and interviews during severe weather and storm damage events and provided updated forecasts and severe weather alerts for media partners.

Managed weather department scheduling and vacation requests while assisting station leadership with talent recruitment.

Organized and launched the station's first annual holiday toy drive benefiting WVU Medicine Children's, an initiative that continued throughout tenure.

PHL-17 WPHL-TV | Tribune. Philadelphia, PA— *Intern, Production Assistant, MMJ*

2016 - 2017

Wrote, filmed, edited, and produced news packages and show elements while assisting with morning newscasts and field production.

Created and reviewed content for web and social platforms and gained early on-air experience through packaged interviews and satellite media tours.

EDUCATION

Mississippi State University— *Broadcast and Operational Meteorology*

AUGUST 2018 - DECEMBER 2022

Temple University — *Bachelor of Arts, Journalism*

2014 - 2016

PROJECTS/VOLUNTEERING

New Years Mummers Parade — *Philadelphia, PA*

Announcer and personality for Landi Comic club brigade. Contributes to brigades efforts for fundraising and charity events. Announces skits for performing groups for audience and media members. Keeps track of timing of skit and delivers information to judges for group's qualification.

WVU Children's Holiday Toy Drive — *Morgantown, WV*

Organized the first annual holiday toy drive for WVU Medicine Children's. Event began in honor of my niece and children like her, unable to make it home during the holiday season due to hospital stays and battling illness. Ran successfully through the station in collaboration with local health officials during my three years of employment with the station. Previously held in Philadelphia independently, gathering toys through family members and local organizations for St. Christopher's Hospital of Pennsylvania.